

PTO Form 1930 (Rev 9/2007)

OMB No. 0651-0050 (Exp. 4/30/2009)

## Request for Reconsideration after Final Action

The table below presents the data as entered.

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SERIAL NUMBER	79062304
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MARK SECTION (no change)	
ARGUMENT(S)	
<p><b>RESPONSE</b></p> <p><b><u>Surname Refusal</u></b></p> <p>&lt;!--[if !supportLists]--&gt;A.      &lt;!--[endif]--&gt;The MADSEN mark should not be considered primarily merely a surname.</p> <p>The Trademark Examining Attorney issued a final refusal to register the instant mark owned by Applicant GN Otometrics A/S under section 2(e)(4) of the Trademark Act, 15 U.S.C. § 1052(e)(4), on the grounds that the mark is primarily merely a surname. Applicant respectfully reiterates that when the mark is examined in light of the evidence submitted, the concerns raised by the Trademark Attorney should not present a barrier to registration of Applicant's MADSEN mark.</p> <p>As previously submitted, Applicant maintains that MADSEN is not primarily merely a surname. Indeed, the use of MADSEN as a surname is so rare that its primary significance to purchasers of Applicant's goods is not that of a surname. In the United States, only 0.0000804% of the population has "Madsen" as a surname. This is far less prevalent than the surnames "Sava" and "Hackler," which the TTAB determined were registrable trademarks. (<i>In re Sava Research Corp.</i>, 32 U.S.P.Q.2d 1380, 1381 (TTAB 1994); <i>In re United Distiller plc</i>, 56 U.S.P.Q.2d 1220, 1221 (TTAB 2000).)</p>	

As further evidence that MADSEN is not primarily merely a surname, the USPTO registered two marks that include the word "madsen" -- MADSEN ASTERA and MADSEN METHOD -- without any distinctiveness limitation. (Declaration of Diane Lambillotte ("Lambillotte Decl."), ¶ 2.) Moreover, the registration for the mark MADSEN METHOD disclaims the word "method," leaving "MADSEN" as the only distinctive component of that mark.

These facts, together with the volume of material submitted by Applicant with this Response, demonstrates that Applicant's substantially exclusive, widespread and continuous use of the MADSEN mark in the United States in connection with audiometers and computer software for audiometers has resulted in the public perceiving Applicant as the only source of the goods in the application. Thus, a finding of registrability on the basis that the mark is not primarily merely a surname is warranted in this case. (*In re Fleet-Wing Corp.*, 122 U.S.P.Q. 335 (TTAB 1959).)

***In the alternative***, Applicant hereby requests amendment of the application under Section 2(f) of the Trademark Act based on acquired distinctiveness. 15 U.S.C. § 1052(f); TMEP §§ 1010, 1212.08.

Applicant submits both (i) a declaration under Section 2(f) attesting to at least five years of substantially exclusive and continuous use in a type of commerce that may lawfully be regulated by the U.S. Congress of the mark MADSEN in connection with audiometers and computer software for audiometers; and (ii) the following information and evidence demonstrating the length and breadth of use in U.S. commerce of the mark MADSEN in connection with audiometers and computer software for audiometers.

<!--[if !supportLists]-->B. <!--[endif]-->The MADSEN mark is synonymous with Applicant and has become distinctive of its goods.

The MADSEN mark has become synonymous with Applicant, and it also has become distinctive of the goods in the application, and therefore registrable on the Principal Register. For applications based on Section §66(a) of the Trademark Act -- such as for the instant MADSEN mark -- registration

may be sought under §2(f) on a showing that the mark has acquired distinctiveness in commerce that may lawfully be regulated by Congress. (*See In re Etablissements Darty et Fils*, 759 F.2d 15, 18, 225 U.S.P.Q. 652, 654 (Fed. Cir. 1985).) Accordingly, Applicant is submitting both a Declaration of at least five years of substantially exclusive and continuous use in U.S. commerce and additional evidence establishing secondary meaning on which an amendment under Section 2(f) may be based, if necessary. The exact kind and amount of evidence necessary to show secondary meaning depends on the nature of the mark and the circumstances of each case. (*See In re Hehr Mfg. Co.*, 279 F.2d 526, 126 U.S.P.Q. 381 (CCPA 1960).)

Applicant has already established that it has used the MADSEN mark for at least five years with the goods in the application in U.S. commerce by submitting the attached Declaration. With the additional evidence and information submitted in this Request for Reconsideration, Applicant respectfully submits that it has more than met the standard for a finding of the requisite secondary meaning contemplated by Section 2(f).

Applicant sells various audiometers for medical use under the MADSEN mark, including the MADSEN Astera and MADSEN Itera audiometers. Applicant also offers and provides computer software for use with audiometers under the MADSEN mark. Since at least early 2001, Applicant and its predecessor have made substantially exclusive and continuous use of the mark MADSEN in the United States in connection with the goods in the application. (*See Lambillotte Decl.* ¶ 3.) Applicant also submits that the evidence shows that Applicant is using the mark for such goods to the exclusion of all others. Indeed, the Trademark Examining Attorney did not cite any other provider of goods or services using the same or similar mark in connection with such goods. (*See In re Fleet-Wing Corp.*, 122 U.S.P.Q. 335, 336 (TTAB 1959) (finding secondary meaning in term “CERTIFIED” as used on motor oil in part because no other company selling petroleum products used the term to identify their products).)

The evidence submitted also clearly reflects that the mark is being used by Applicant as an identifier

of the source of the goods. (*See, e.g., Roux Laboratories Inc. v. Clairol Inc.*, 427 F.2d 823, 828-29, 166 U.S.P.Q. 34, 38-39 (CCPA 1970) (finding slogan “Hair Color So Natural Only Her Hairdresser Knows For Sure” had acquired secondary meaning by virtue of its extensive use and advertisement in conjunction with the company’s “Miss Clairol” mark and products.) Like the slogan in *Roux Laboratories*, Applicant’s MADSEN mark is widely, consistently and prominently displayed on and in connection with Applicant’s audiometric products, unmistakably conveying to purchasers that Applicant is the source of the goods.

This source-identifying use is demonstrated in numerous ways. For example, the MADSEN mark is widely and prominently displayed on the goods themselves and on Applicant’s website, on which it advertises its goods. (Lambillotte Decl. ¶¶ 4, 6.) In addition, the MADSEN mark is used on promotional materials for Applicant’s goods, on its training and support documentation, and at trade and industry shows. (*Id.* ¶¶ 3, 5.) The MADSEN mark also appears on the audiometer products themselves and on the container jackets for the computer software for audiometers. (*Id.* ¶ 6.) In sum, the use of the MADSEN mark on and with Applicant’s goods clearly identify that they emanate from Applicant.

Moreover, Applicant’s audiometric products are known and used, not just in the United States, but all over the world. Applicant has sales offices and distributors in 15 countries, including in the United States. (*Id.* ¶ 7.) It also offers courses and training programs on its audiometric products in the United States. (*Id.*)

As a result of its longstanding and prominent use, the MADSEN mark is recognized as synonymous with Applicant and has become distinctive of its goods. Given Applicant’s high profile in the marketplace, it is also not surprising that MADSEN audiometer products and software are the subject of numerous articles, reviews and other industry publications, many of which are accessible via Applicant’s website at [www.otometrics.com](http://www.otometrics.com). (*Id.* ¶¶ 8-9; *see also id.* ¶ 3.) Thus, it is clear that the MADSEN mark is not viewed by consumers as primarily a surname; rather, it has become distinctive



of Applicant's goods.

Applicant advertises and promotes its audiometers and software offered under the MADSEN mark in the United States in various ways, including on its websites at *www.otometrics.com* and *www.myaudiometer.com*, in printed materials and brochures distributed by Applicant, and at trade and industry shows. (*Id.* ¶¶ 3-5.) In addition, training and support courses for Applicant's products are held in the United States. (*Id.* ¶ 7.) Courts have long recognized the significance of advertising activities to serve as evidence of secondary meaning. (*See Roux Laboratories*, at 829 n.10, 166 U.S.P.Q. at 39.)

In sum, the evidence submitted reflects that the MADSEN mark has achieved the requisite secondary meaning necessary for registration. The mark is being used by Applicant as an identifier of the source of the goods in the application — consistently and prominently displayed while used in connection with the provision and promotion of Applicant's goods, conveying to purchasers that Applicant is their only source. Through this long-standing association between the mark and Applicant's well-known goods, Applicant has realized sales in over 70 countries including the United States. (Lambillotte Decl. ¶ 10.) Accordingly, Applicant respectfully submits that the MADSEN mark has achieved significant secondary meaning with respect to the goods in the application, and is thus entitled to a finding of registrability on the Principal Register. (*Conagra, Inc. v. Singleton*, 743 F.2d 1508, 224 U.S.P.Q. 552 (9th Cir. 1984).)

### CONCLUSION

In view of the foregoing response, Applicant respectfully requests that the Trademark Attorney find that the MADSEN is not primarily merely a surname. Alternatively, Applicant respectfully requests that the application be amended to a Section 2(f) basis in light of the substantial evidence of secondary meaning Applicant has proffered in this Response. Applicant respectfully requests favorable review and publication of this application.

### EVIDENCE SECTION

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<b>SECTION 2(f)</b>	The mark has become distinctive of the goods/services through the applicant's substantially exclusive and continuous use in commerce for at least the five years immediately before the date of this statement.
<b>MISCELLANEOUS STATEMENT</b>	Applicant has also attached the Section 2(f) Declaration with the language required by the Trademark Examining Attorney in the Office Action.
<b>SIGNATURE SECTION</b>	
<b>SIGNATORY FILE NAME(S)</b>	<u>\\TICRS\EXPORT9\IMAGEOUT9\790\623\79062304\xml1\RF R0140.JPG</u>
<b>DECLARATION SIGNATURE</b>	/soren holst/
<b>SIGNATORY'S NAME</b>	Soren Holst
<b>SIGNATORY'S POSITION</b>	President
<b>DATE SIGNED</b>	01/11/2010
<b>RESPONSE SIGNATURE</b>	/diane m. lambillotte/
<b>SIGNATORY'S NAME</b>	Diane M. Lambillotte
<b>SIGNATORY'S POSITION</b>	Attorney of record, California bar member
<b>DATE SIGNED</b>	01/11/2010
<b>AUTHORIZED SIGNATORY</b>	YES
<b>CONCURRENT APPEAL NOTICE FILED</b>	NO
<b>FILING INFORMATION SECTION</b>	
<b>SUBMIT DATE</b>	Mon Jan 11 22:17:28 EST 2010
<b>TEAS STAMP</b>	USPTO/RFR-66.28.247.189-2 0100111221728278557-79062 304-4601e21182abe8c345852 75f6364c3fee-N/A-N/A-2010 0111215204956238

PTO Form 1930 (Rev 9/2007)

OMB No. 0651-0050 (Exp. 4/30/2009)

**Request for Reconsideration after Final Action****To the Commissioner for Trademarks:**

Application serial no. **79062304** has been amended as follows:

**ARGUMENT(S)**

**In response to the substantive refusal(s), please note the following:**

**RESPONSE****Surname Refusal**

<!--[if !supportLists]-->A. <!--[endif]-->The MADSEN mark should not be considered primarily merely a surname.

The Trademark Examining Attorney issued a final refusal to register the instant mark owned by Applicant GN Otometrics A/S under section 2(e)(4) of the Trademark Act, 15 U.S.C. § 1052(e)(4), on the grounds that the mark is primarily merely a surname. Applicant respectfully reiterates that when the mark is examined in light of the evidence submitted, the concerns raised by the Trademark Attorney should not present a barrier to registration of Applicant's MADSEN mark.

As previously submitted, Applicant maintains that MADSEN is not primarily merely a surname.

Indeed, the use of MADSEN as a surname is so rare that its primary significance to purchasers of Applicant's goods is not that of a surname. In the United States, only 0.0000804% of the population has "Madsen" as a surname. This is far less prevalent than the surnames "Sava" and "Hackler," which the TTAB determined were registrable trademarks. (*In re Sava Research Corp.*, 32 U.S.P.Q.2d 1380, 1381 (TTAB 1994); *In re United Distiller plc*, 56 U.S.P.Q.2d 1220, 1221 (TTAB 2000).)

As further evidence that MADSEN is not primarily merely a surname, the USPTO registered two marks that include the word "madsen" -- MADSEN ASTERA and MADSEN METHOD -- without any

distinctiveness limitation. (Declaration of Diane Lambillotte ("Lambillotte Decl."), ¶ 2.) Moreover, the registration for the mark MADSEN METHOD disclaims the word "method," leaving "MADSEN" as the only distinctive component of that mark.

These facts, together with the volume of material submitted by Applicant with this Response, demonstrates that Applicant's substantially exclusive, widespread and continuous use of the MADSEN mark in the United States in connection with audiometers and computer software for audiometers has resulted in the public perceiving Applicant as the only source of the goods in the application. Thus, a finding of registrability on the basis that the mark is not primarily merely a surname is warranted in this case. (*In re Fleet-Wing Corp.*, 122 U.S.P.Q. 335 (TTAB 1959).)

*In the alternative*, Applicant hereby requests amendment of the application under Section 2(f) of the Trademark Act based on acquired distinctiveness. 15 U.S.C. § 1052(f); TMEP §§ 1010, 1212.08. Applicant submits both (i) a declaration under Section 2(f) attesting to at least five years of substantially exclusive and continuous use in a type of commerce that may lawfully be regulated by the U.S. Congress of the mark MADSEN in connection with audiometers and computer software for audiometers; and (ii) the following information and evidence demonstrating the length and breadth of use in U.S. commerce of the mark MADSEN in connection with audiometers and computer software for audiometers.

<!--[if !supportLists]-->B. <!--[endif]-->The MADSEN mark is synonymous with Applicant and has become distinctive of its goods.

The MADSEN mark has become synonymous with Applicant, and it also has become distinctive of the goods in the application, and therefore registrable on the Principal Register. For applications based on Section §66(a) of the Trademark Act -- such as for the instant MADSEN mark -- registration may be sought under §2(f) on a showing that the mark has acquired distinctiveness in commerce that may lawfully be regulated by Congress. (*See In re Etablissements Darty et Fils*, 759 F.2d 15, 18, 225 U.S.P.Q. 652, 654 (Fed. Cir. 1985).) Accordingly, Applicant is submitting both a Declaration of at least

five years of substantially exclusive and continuous use in U.S. commerce and additional evidence establishing secondary meaning on which an amendment under Section 2(f) may be based, if necessary. The exact kind and amount of evidence necessary to show secondary meaning depends on the nature of the mark and the circumstances of each case. (*See In re Hehr Mfg. Co.*, 279 F.2d 526, 126 U.S.P.Q. 381 (CCPA 1960).)

Applicant has already established that it has used the MADSEN mark for at least five years with the goods in the application in U.S. commerce by submitting the attached Declaration. With the additional evidence and information submitted in this Request for Reconsideration, Applicant respectfully submits that it has more than met the standard for a finding of the requisite secondary meaning contemplated by Section 2(f).

Applicant sells various audiometers for medical use under the MADSEN mark, including the MADSEN Astera and MADSEN Itera audiometers. Applicant also offers and provides computer software for use with audiometers under the MADSEN mark. Since at least early 2001, Applicant and its predecessor have made substantially exclusive and continuous use of the mark MADSEN in the United States in connection with the goods in the application. (*See Lambillotte Decl.* ¶ 3.) Applicant also submits that the evidence shows that Applicant is using the mark for such goods to the exclusion of all others. Indeed, the Trademark Examining Attorney did not cite any other provider of goods or services using the same or similar mark in connection with such goods. (*See In re Fleet-Wing Corp.*, 122 U.S.P.Q. 335, 336 (TTAB 1959) (finding secondary meaning in term “CERTIFIED” as used on motor oil in part because no other company selling petroleum products used the term to identify their products).)

The evidence submitted also clearly reflects that the mark is being used by Applicant as an identifier of the source of the goods. (*See, e.g., Roux Laboratories Inc. v. Clairol Inc.*, 427 F.2d 823, 828-29, 166 U.S.P.Q. 34, 38-39 (CCPA 1970) (finding slogan “Hair Color So Natural Only Her Hairdresser Knows For Sure” had acquired secondary meaning by virtue of its extensive use and advertisement in conjunction with the company’s “Miss Clairol” mark and products.) Like the slogan in *Roux*

*Laboratories*, Applicant's MADSEN mark is widely, consistently and prominently displayed on and in connection with Applicant's audiometric products, unmistakably conveying to purchasers that Applicant is the source of the goods.

This source-identifying use is demonstrated in numerous ways. For example, the MADSEN mark is widely and prominently displayed on the goods themselves and on Applicant's website, on which it advertises its goods. (Lambillotte Decl. ¶¶ 4, 6.) In addition, the MADSEN mark is used on promotional materials for Applicant's goods, on its training and support documentation, and at trade and industry shows. (*Id.* ¶¶ 3, 5.) The MADSEN mark also appears on the audiometer products themselves and on the container jackets for the computer software for audiometers. (*Id.* ¶ 6.) In sum, the use of the MADSEN mark on and with Applicant's goods clearly identify that they emanate from Applicant.

Moreover, Applicant's audiometric products are known and used, not just in the United States, but all over the world. Applicant has sales offices and distributors in 15 countries, including in the United States. (*Id.* ¶ 7.) It also offers courses and training programs on its audiometric products in the United States. (*Id.*)

As a result of its longstanding and prominent use, the MADSEN mark is recognized as synonymous with Applicant and has become distinctive of its goods. Given Applicant's high profile in the marketplace, it is also not surprising that MADSEN audiometer products and software are the subject of numerous articles, reviews and other industry publications, many of which are accessible via Applicant's website at [www.otometrics.com](http://www.otometrics.com). (*Id.* ¶¶ 8-9; *see also id.* ¶ 3.) Thus, it is clear that the MADSEN mark is not viewed by consumers as primarily a surname; rather, it has become distinctive of Applicant's goods.

Applicant advertises and promotes its audiometers and software offered under the MADSEN mark in the United States in various ways, including on its websites at [www.otometrics.com](http://www.otometrics.com) and [www.myaudiometer.com](http://www.myaudiometer.com), in printed materials and brochures distributed by Applicant, and at trade and

industry shows. (*Id.* ¶¶ 3-5.) In addition, training and support courses for Applicant's products are held in the United States. (*Id.* ¶ 7.) Courts have long recognized the significance of advertising activities to serve as evidence of secondary meaning. (*See Roux Laboratories*, at 829 n.10, 166 U.S.P.Q. at 39.)

In sum, the evidence submitted reflects that the MADSEN mark has achieved the requisite secondary meaning necessary for registration. The mark is being used by Applicant as an identifier of the source of the goods in the application — consistently and prominently displayed while used in connection with the provision and promotion of Applicant's goods, conveying to purchasers that Applicant is their only source. Through this long-standing association between the mark and Applicant's well-known goods, Applicant has realized sales in over 70 countries including the United States. (Lambillotte Decl. ¶ 10.) Accordingly, Applicant respectfully submits that the MADSEN mark has achieved significant secondary meaning with respect to the goods in the application, and is thus entitled to a finding of registrability on the Principal Register. (*Conagra, Inc. v. Singleton*, 743 F.2d 1508, 224 U.S.P.Q. 552 (9th Cir. 1984).)

### CONCLUSION

In view of the foregoing response, Applicant respectfully requests that the Trademark Attorney find that the MADSEN is not primarily merely a surname. Alternatively, Applicant respectfully requests that the application be amended to a Section 2(f) basis in light of the substantial evidence of secondary meaning Applicant has proffered in this Response. Applicant respectfully requests favorable review and publication of this application.

### EVIDENCE

Evidence in the nature of Declarations and exhibits referenced in the Response, has been attached.

**Original PDF file:**

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**Converted PDF file(s) (3 pages)**

Evidence-1

Evidence-2

Evidence-3

**Original PDF file:**

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#### **ADDITIONAL STATEMENTS**

##### **Section 2(f), based on Evidence**

The mark has become distinctive of the goods/services, as demonstrated by the attached evidence.

##### **Original PDF file:**

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**Section 2(f), based on Use**

The mark has become distinctive of the goods/services through the applicant's substantially exclusive and continuous use in commerce for at least the five years immediately before the date of this statement.

Applicant has also attached the Section 2(f) Declaration with the language required by the Trademark Examining Attorney in the Office Action.

**SIGNATURE(S)****Declaration Signature**Signature

Signature: /soren holst/ Date: 01/11/2010

Signatory's Name: Soren Holst

Signatory's Position: President

**Request for Reconsideration Signature**

Signature: /diane m. lambillotte/ Date: 01/11/2010

Signatory's Name: Diane M. Lambillotte

Signatory's Position: Attorney of record, California bar member

The signatory has confirmed that he/she is an attorney who is a member in good standing of the bar of the highest court of a U.S. state, which includes the District of Columbia, Puerto Rico, and other federal territories and possessions; and he/she is currently the applicant's attorney or an associate thereof; and to the best of his/her knowledge, if prior to his/her appointment another U.S. attorney or a Canadian attorney/agent not currently associated with his/her company/firm previously represented the applicant in this matter: (1) the applicant has filed or is concurrently filing a signed revocation of or substitute power of attorney with the USPTO; (2) the USPTO has granted the request of the prior representative to withdraw; (3) the applicant has filed a power of attorney appointing him/her in this matter; or (4) the applicant's appointed U.S. attorney or Canadian attorney/agent has filed a power of attorney appointing him/her as an associate attorney in this matter.

The applicant is not filing a Notice of Appeal in conjunction with this Request for Reconsideration.

Serial Number: 79062304

Internet Transmission Date: Mon Jan 11 22:17:28 EST 2010

TEAS Stamp: USPTO/RFR-66.28.247.189-2010011122172827

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**DECLARATION OF DIANE M. LAMBILLOTTE**

I, Diane M. Lambillotte, hereby declare as follows:

1. I am Counsel at Arnold & Porter LLP, attorneys for Applicant GN Otometrics A/S ("Applicant"). I make this declaration based upon my own personal knowledge. If called as a witness, I could and would testify competently hereto.

2. Attached hereto as Exhibit A are true and correct copies of USPTO registration No. 3,612,751 for MADSEN ASTERA and No. 2,813,692 for MADSEN METHOD.

3. Attached hereto as Exhibit B are true and correct copies of (i) a press release dated April 2, 2004 announcing the introduction of Applicant's MADSEN OTOflex 100 product at a conference located in Salt Lake City, Utah; and (ii) excerpts of web pages from the website located at *www.hearingreview.com*, listing companies participating in various trade shows located in the United States and the products those companies will demonstrate at such trade shows. Included among the listings for a trade show located in San Diego, California on April 19-22, 2001 is Madsen/ICS Medical, a predecessor of Applicant, which featured its MADSEN 2-channel clinical audiometer, among other products, at the San Diego trade show. Other trade shows featuring MADSEN products and identified in the attached web pages include a show in Philadelphia, Pennsylvania on April 18-20, 2002, and one located in Reno, Nevada on September 11-15, 2002. Copies of all web pages referenced in this Declaration were printed on the date indicated in the lower right-hand corners of the printouts.

4. Attached hereto as Exhibit C are true and correct copies of the home pages of Applicant's websites at *www.otometrics.com* and *www.myaudiometer.com*, which refer to Applicant's MADSEN Astera audiometer product.

5. Attached hereto as Exhibit D are true and correct copies of a promotional document for MADSEN Itera II, and excerpts from the User Manual for the MADSEN Astera audiometer and The OTOSuite Audiometry Module software (Copyright 2009).

6. Attached hereto as Exhibit E are printouts of digital photographs of (i) the control panel of Applicant's MADSEN Astera audiometer; (ii) Applicant's packaging (i.e., container jacket) for the software used in conjunction with Applicant's MADSEN Conera audiometer; and (iii) a person using Applicant's MADSEN audiometer and software products.

7. Attached hereto as Exhibit F are true and correct copies of web pages available on Applicant's website located at *www.otometrics.com*, which (i) identify Applicant's U.S. office in Schaumburg, Illinois and provide a means for finding a U.S. distributor; (ii) identify countries in which Applicant maintains a physical presence including the U.S.; and (iii) inform customers and potential customers about courses and training opportunities in the U.S. related to Applicant's products.

8. Attached hereto as Exhibit G are true and correct copies of articles and product reviews concerning Applicant's audiometer goods and computer software for audiometers, dating from December 2000. These articles and reviews appear on the website of *The Hearing Review*, a Los Angeles, California-based publication, located at *www.hearingreview.com*.

9. Attached hereto as Exhibit H is a true and correct copy of a webpage available on Applicant's website located at *www.otometrics.com* listing articles from various industry publications that identify MADSEN-branded audiometers and software products.

10. Attached hereto as Exhibit I is a true and correct copy of an excerpt from Applicant's parent company 2008 annual report stating that Applicant markets audiological products under the MADSEN brand name (among other) in over 70 countries worldwide.

I declare under penalty of perjury that all statements made herein of my own knowledge are true, that all statements made on information and belief are believed to be true, and that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under § 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of this application or any registration resulting therefrom.

Executed this 11th day of January 2010 at Los Angeles, California.

A handwritten signature in cursive script, reading "Diane M. Lambillotte". The signature is written in black ink and is positioned above a horizontal line.

Diane M. Lambillotte

**Request for Reconsideration after Final Action  
Textform with Handwritten Signature**

**To the Commissioner for Trademarks:**

Application serial no. 79062304 (MADSEN), see mark has been amended as follows:

**ADDITIONAL STATEMENTS**

**Section 2(f), based on Use**

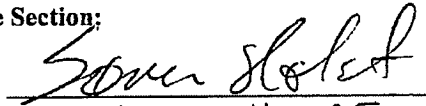
The mark has become distinctive of the goods and/or services through applicant's substantially exclusive and continuous use in a type of commerce that may lawfully be regulated by the U.S. Congress for at least the five years immediately before the date of this statement.

**SIGNATURE(S)**



**Declaration Signature**

If the applicant is seeking registration under Section 1(b) and/or Section 44 of the Trademark Act, the applicant has had a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services as of the filing date of the application. 37 C.F.R. Secs. 2.34(a)(2)(i); 2.34(a)(3)(i); and 2.34(a)(4)(ii); and/or the applicant has had a bona fide intention to exercise legitimate control over the use of the mark in commerce by its members. 37 C.F.R. Sec. 2.44. If the applicant is seeking registration under Section 1(a) of the Trademark Act, the mark was in use in commerce on or in connection with the goods and/or services listed in the application as of the application filing date or as of the date of any submitted allegation of use. 37 C.F.R. Secs. 2.34(a)(1)(i); and/or the applicant has exercised legitimate control over the use of the mark in commerce by its members. 37 C.F.R. Sec. 2.44. The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; that if the original application was submitted unsigned, that all statements in the original application and this submission made of the declaration signer's knowledge are true; and all statements in the original application and this submission made on information and belief are believed to be true.

**Signature Section:**Signature: Signatory's Name: SOREN HOLSTSignatory's Position: PRESIDENTDate Signed: 11/1/2010

**NOTE TO APPLICANT:** When filed as part of the electronic form (i.e., scanned and attached as an image file), the signature page **must** include both the signature information **and** the boilerplate declaration language. Do **not** include the entire application, but do ensure that the boilerplate declaration language actually appears; *a signature by itself will not be acceptable*. If, due to browser limitations, the boilerplate declaration language appears on a previous page when printed, you must "merge" the declaration and signature block onto a single page prior to signing, so that the *one complete page* can be scanned to create an acceptable image file. It is recommended that you copy-and-paste the entire text form into another document, manipulate the spacing there to move the declaration and signature section to a separate page, and then print this new version of the text form to send to the signatory.

MADSEN, Serial No. 79/062304  
Request for Reconsideration

## **EXHIBIT A**

Int. Cl.: 10

Prior U.S. Cls.: 26, 39 and 44

United States Patent and Trademark Office

Reg. No. 3,612,751

Registered Apr. 28, 2009

TRADEMARK  
PRINCIPAL REGISTER

MADSEN ASTERA

GN OTOMETRICS A/S (DENMARK LIMITED  
LIABILITY COMPANY)  
DYBENDALSVÆNGET 2  
DK-2630 TAASTRUP  
DENMARK

PRIORITY DATE OF 6-4-2008 IS CLAIMED.

OWNER OF INTERNATIONAL REGISTRATION  
0984746 DATED 10-2-2008, EXPIRES 10-2-2018.

FOR: AUDIOMETERS, IN CLASS 10 (U.S. CLS. 26,  
39 AND 44).

SER. NO. 79-062,003, FILED 10-2-2008.

THE MARK CONSISTS OF STANDARD CHAR-  
ACTERS WITHOUT CLAIM TO ANY PARTICULAR  
FONT, STYLE, SIZE, OR COLOR.

CARYN GLASSER, EXAMINING ATTORNEY

**Int. Cl.: 41**

**Prior U.S. Cls.: 100, 101, and 107**

**United States Patent and Trademark Office**

**Reg. No. 2,813,692**

**Registered Feb. 10, 2004**

**SERVICE MARK  
PRINCIPAL REGISTER**

**MADSEN METHOD**

MADSEN, JOE A. (UNITED STATES INDIVIDUAL)  
50 MAGGIE HILL RD.  
CLANCY, MT 59634

FIRST USE 6-12-2003; IN COMMERCE 6-12-2003.

NO CLAIM IS MADE TO THE EXCLUSIVE  
RIGHT TO USE "METHOD", APART FROM THE  
MARK AS SHOWN.

FOR: EDUCATIONAL SERVICES, NAMELY,  
PROVIDING COURSES OF INSTRUCTION AT  
THE PRIMARY, SECONDARY, AND COLLEGE  
LEVEL AND DISTRIBUTING COURSE MATERIAL  
IN CONNECTION THEREWITH, IN CLASS 41 (U.S.  
CLS. 100, 101 AND 107).

SN 76-360,111, FILED 1-16-2002.

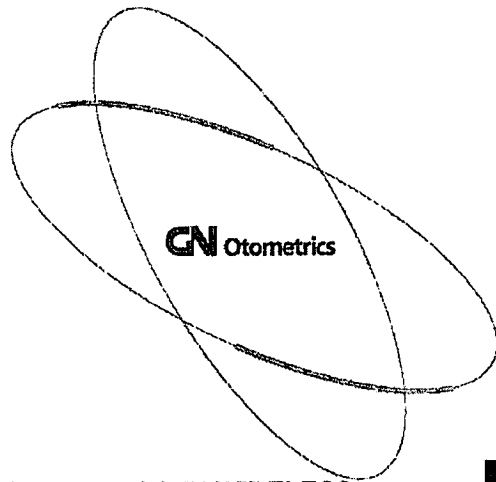
CHARLES JOYNER, EXAMINING ATTORNEY

MADSEN, Serial No. 79/062304  
Request for Reconsideration

## **EXHIBIT B**

**FOR IMMEDIATE RELEASE**

Contact: Cynthia Rohde  
312-925-9649  
crohde@mindspring.com



**GN OTOMETRICS LAUNCHES INDUSTRY'S FIRST BLUETOOTH WIRELESS  
IMMITTANCE DIAGNOSTIC SYSTEM  
MADSEN OTOflex 100 to Debut at AAA**

**BLOOMINGTON**, Minn., April 2, 2004 – GN Otometrics, the world leader in hearing and balance diagnostic systems, will introduce MADSEN OTOflex 100, the first and only Bluetooth wireless immittance diagnostic system, at the American Academy of Audiology's annual conference in Salt Lake City next month. OTOflex 100 offers a comprehensive battery of diagnostic and/or screening tests to assess middle ear conditions. High frequency tympanometry and reflex testing with broad band noise stimulus (ipsi and contra) are now available in a compact and truly portable design. Available in both a Quick Check version and a full Diagnostic version, OTOflex 100 is a seamless PC interactive wireless system that brings mobility and speed to immittance testing.

"This advanced generation of technology will allow immittance testing to be conducted in an entirely new way," said Terry Ross, vice president of sales at GN Otometrics. "Now, audiologists can conveniently bring the test to the patient, capture data and print reports quickly without the cumbersome cabling and space-taking designs of equipment of the past. This truly is the future of diagnostic testing."

GN Otometrics

- more -

8001 Bloomington Freeway  
Bloomington, MN 55420  
www.gnotometrics.com

## **GN OTOMETRICS INTRODUCES OTOFLEX 100**

OTOflex 100 features a full battery of diagnostic tests including:

- Multiple probe tone tympanometry to 1000 Hz
- Reflex screening
- Reflex decay
- Eustachian tube testing (intact and perforated)
- Single page reporting including import of audiogram information
- NOAH 3 compatibility
- Customized auto-sequencing capability
- OTODiagnostic Suite – a comprehensive PC software application allowing OTOflex 100 to be operated via PC as a real time data management and testing control mechanism.

OTOflex 100 comes equipped with a full USB Bluetooth connection. It also offers optional wall mount chargers for off-desk storage, convenient screening handles for one-hand manual operation, and a carrying case for offsite testing. Tests are stored and collected in “real time,” via the wireless connection, up to 30 feet from the Bluetooth enabled computer connection.

Live demonstrations of OTOflex 100 will take place at the GN Otometrics booth # 2327 at AAA from April 1 - 3. The product will begin shipping in the second quarter of the year.

- more -

## **GN OTOMETRICS INTRODUCES OTOFLEX 100**

Copenhagen-based GN Otometrics is the world's leading manufacturer of audiologic and vestibular instrumentation and software, including solutions for infant screening applications, audiological diagnostics to balance testing and hearing aid fitting.

# # #



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## Issue Stories

### Preview of the AAA Convention

A sneak-peek at the newest hearing care products being unveiled at AAA.

## AAA CONVENTION PREVIEW

*The American Academy of Audiology (AAA) will hold its 13th annual convention in San Diego on April 19-22. This section of The Hearing Review is intended to provide a preview of the companies participating in the convention and allow readers to gain knowledge of their latest technology. Descriptions of the products and services listed below were provided by the companies upon request of The Hearing Review. To obtain more information on the products, visit the exhibits or fill out one of the enclosed Reader Service Cards (found between pages 14-15 and 78-79).*

### American Hearing Aid Associates

Exhibit # 2401

Since 1995, AHAA has grown to a network of 1,000 independent hearing aid professionals nationwide. AHAA Associates receive services such as customized business, marketing plans, owner/staff training, advertising programs, consolidated purchasing and billing. In 2000, AHAA reports that it became the industry's first company to provide a full range of Internet B2B services when it launched AHAA BizLink.com. The website is designed to give associates access to many services, including their AHAA account information, manufacturer price lists and access to an application service provider (ASP) for service such as e-mail and business software. West Chester, PA: 800-984-3272.

### Argosy

Exhibit # 1401

Argosy will present a wide variety of products that are designed to enhance patient satisfaction under diverse hearing conditions. The company will also introduce a new digital hearing instrument that automatically responds to situational input. It features an upgradable algorithm that helps audiologists meet their patients' expectations of long term value, according to the company. Eden Prairie, MN: 800-328-6105.

### Audioscan

Exhibit # 1219

Audioscan invites attendees to see their real-ear/hearing aid analyzers designed to fit all types of hearing instruments, including digitals, according to the company. Each unit provides advanced coupler, real-ear tests and the ability to share data via NOAH. Dorchester ON, Canada: 800-265-2093.

### Auricle Ink Publishers

Exhibit # 500.

Auricle Ink Publishers publishes The Consumer Handbook on Hearing Loss & Hearing Aids: A Bridge to Healing edited by Richard Carmen, AuD. The book is a collaborative work of some of the most distinguished authors in the industry and is a recipient of the 1998-99 Glyph Award as the best health care book by an Arizona publisher. The book has remained the #1 Bestseller in its category for 3 years running. Chapters cover a broad range of topics to prepare patients for successful hearing aid experiences. Sedona, AZ: 520-284-0860.

### Authorized Hearing Systems, Inc

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**Exhibit # 2129**

AHS offers a wide range of 100% multi-digital products. Instruments presented include DigiLink, available in all models. The CIC model features three independent channels and overlapping bands, microphone noise reduction, speech management system, user audible pulse switch tones and distortion-free sound. Other products presented include QuikFit software and AHS-NLFR fitting rationale. Plymouth, MN: 800-247-4741.

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**AVR Sonovations****Exhibit # 623**

AVR Sonovations will present its latest in hearing technology with the addition of ImpaCt DSR13 and Dynamic Speech Re-Coding hearing instrument. DSR13 is a mini-BTE available in moderate and power versions for the ultimate in fitting versatility. Other featured products include the new Logicom products: Logicom-20, reportedly the first BTE/FM on the 216-217 MHz band with an integrated FM receiver; Logicom Ci mini FM receiver for cochlear implant processors; and Logicom DAI, the smallest body-worn FM receiver in the world, according to the company. Eden Prairie, MN: 800-462-8336.

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**Beltone****Exhibit # 1247**

Beltone will feature Audio Verification Environment (AVE.), the industry's most advanced multi-media demonstration, delivery and follow up, designed for better patient satisfaction, according to the company. Beltone will also present its new line of digital BTE instruments including the new D61, reportedly one of the smallest digital instruments in the industry. Chicago, IL: 800-621-1275.

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**Bernafon Inc****Exhibit # 2219.**

Attendees can learn about Bernafon's Smile family, reportedly the world's smallest Dual-Microphone system. The company reports that Smile Dual-Microphone is the highest performing directional hearing aid on the market today, offering an AI-DI of 5.3 dB. Visitors will have the opportunity to hear the performance of the Dual-Microphone Technology with the Smile Dual-Microphone Sound Demo. Eden Prairie, MN: 888-941-4200.

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**Discovery Hearing Aid Warranties****Exhibit # 1919**

Discovery Hearing Aid Warranties, a one-source service warranty provider, offers service warranty protection for loss, damage and component failure on all makes and models of hearing instruments. The company will feature a compensation plan for dispensing professionals. Compensation is paid on every warranty sold. Discovery Hearing Aid Repair is also a rapid response, full service, all-make repair lab offering competitive pricing, according to the company. Mobile, AL: (800) 525-7936.

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**Earmold Design, Inc****Exhibit # 1051**

Earmold Design, Inc. (EDI), an earmold lab for custom earmolds for hearing instruments, noise protection, ear protection and communications, is a distributor of hearing health care products for audiologists and hearing aid specialists. The company will offer impression materials and related supplies, earmold cleaners, modification tools and more. Some of the company's trade names are Rebound, Rebound "one shot", Ear Bandits™, SAV, Dri-tube, Specials earmolds including Vogel mold, Aqua Brites, Multi-Brites, ER-15 (25-9), Sentinel noise and Boom Mic Mold (BMM). Minneapolis, MN: 800-334-6466.

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**Ear Technology Corporation****Exhibit # 1340**

Ear Technology Corp. presents Dry & Store, the conditioning system designed to redefine hearing aid care. The company will showcase two models of Dry & Store, the original desktop model and a portable "Global" model, for all types of hearing aids and cochlear implant hardware. Dry & Store is designed to improve clarity and dependability, sanitize, deodorize and extend battery life, according to the company. Johnson City, TN: 800-327-8547.

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**Egger Otoplastik + Labortechnik GmbH****Exhibit # 1144**

Egger Otoplastik will present Light Polymerisation: a dosing device for modeling pastes, modeling pastes in cartridges and new light material. The company will also introduce a new system designed for faster production of vents and will present its extensive assortment of impression materials and cleansing products for hearing aids and earmolds. Kempten, Germany: 1-866-egger-us (USA); 011-49-831-5811360 (Germany: International Sales).

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**Electone****Exhibit # 1501**

Electone will highlight their product quality, quick turnaround, low return-for-repair rate and customer service. Attendees can learn more about how Electone can benefit audiologists and their patients. Longwood, FL: 407-831-2555.

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**Energizer**

system. For its 55th year, the company will present a new revised catalog featuring over 4000 items for the hearing healthcare industry, including assistive devices, impression materials, batteries for hearing aids, accessories in all sizes, diagnostic equipment, otoscopes, earlites, earmold and fitting supplies, education materials, tools from Dremel, Foredom and X-Acto, Cerumen Management and over-the-counter pharmaceutical products. Garden City Park, NY: 800-242-5436.

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#### **Hearing HealthCare News™ & Audiology HealthCare News™**

Exhibit # 2429

Current copies of Hearing HealthCare News™, a customized newsletter for audiologists to send to patients, and Audiology HealthCare News™, a newsletter for audiologists to send to physicians and other healthcare providers, will be featured. Audiologists can obtain a free copy of Audiology HealthCare News™ and can develop their own customized patient newsletter on-site. White Plains, NY: 800-342-1643.

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#### **HIMSA**

Exhibit # 801

HIMSA will demonstrate the new Version 3.0 release of its software product NOAH, designed to help hearing healthcare professionals make better use of computer-based tools such as hearing aid fitting systems, diagnostic instruments and office-management systems. NOAH enables these tools to exchange information and operate together as a single, integrated system. The new version reportedly is a 32-bit application with full Windows functionality, setup options, improved network performance and other enhancements. St. Paul, MN: 800-435-9246.

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#### **Insta-Mold Products, Inc.**

Exhibit # 2136

Insta-Mold, a manufacturer of instant silicones, is inviting hearing professionals to open their own "Insta-Lab". The company will offer instructions demonstrating how to insert tubing, acoustic filters, adapters (snap) rings, core holes, vent and modify molds, apply silicone coatings, add handles and cords, offer skin and neon colors and swirl multi-color molds. Patients receive finished earmolds the same day because the impression becomes the finished product. Insta-Mold offers accessories necessary to make custom swim molds, noise protectors, earmolds, communication devices and other earpieces. Oaks, PA: 800-523-4081.

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#### **Interacoustics USA**

Exhibit # 2037

Interacoustics, a manufacturer of audiometric instruments designed for hearing health care professionals, will introduce the AT235H clinical impedance instrument that provides impedance, acoustic reflex, reflex decay ETF and three high-frequency probe tone options for testing infants. New hardware and software for the EP15/25 ABR system designed for infant ABR screening and EP25 designed for evaluating cochlear implants will also be featured. Benicia, CA: 800-947-6334.

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#### **Kessler-Renata**

For booth number, please see AAA convention program Renata, manufacturer of Swiss battery, will present their latest generation of batteries such as Zinc-Air and will provide AAA promotions. Reportedly Renata is the fastest growing brand of hearing aid batteries in the US market. Dallas, TX: 800-527-0719.

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#### **Knowles Electronics**

Exhibit # 1937

Knowles Electronics is the leading producer of transducers for the hearing health care industry, according to the company. Knowles offers a full range of microphones, receivers, electromechanical controls (volume controls, trimmers, switches, cables assemblies and sockets) and accessory components for all ranges of BTE, ITE, ITC and CIC hearing instruments. At the convention, the company will feature the FG cylindrical microphone, Knowles' Dual-Mic Technology™ for directional hearing aids, the new Thin Microphone™ family of omni-directional, directional and directional/omni-conjoined pair microphones, vibration isolation receiver assemblies and the new High-Output Receiver™. Knowles will also present recent developments on second-order directional microphone technology, as well as the MicroWaxBuster™ active wax protection system. Itasca, IL: 630-250-5100.

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#### **Lori/Unitron**

Exhibit # 2201

Lori/Unitron will introduce Nexus, the latest in digital hearing aid technology, featuring adaptive narrow-band noise reduction, a digital dual-microphone directional system, upgradeable algorithms, crisp digital sound processing, 15 bands, low-level expansion, three programs and Unifit's three fitting levels. Attendees can receive a premium gift. Long Lake, MN: 800-888-8882

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#### **Madsen/ICS Medical**

Exhibit # 1629

Madsen and ICS Medical will be featuring their line of advanced diagnostic instrumentation, balance and vestibular equipment. Madsen will feature the PC-based modular Aurical™ testing and fitting system, the PC-based Capella™ TEOAE/DPOAE otoacoustic emissions analyzer, the hand-held TEOAE Echo-Screen™ infant hearing screener and a new Madsen 2-channel clinical audiometer. ICS Medical will be featuring their CHARTR® VNG/ENG and CHARTR EP with PediABR systems. The full

**Exhibit # 1529**

Energizer will introduce their latest product in the hearing aid category, designed to revolutionize the hearing care industry, according to the company. The product reportedly has met with enthusiastic response in consumer and audiologist testing. St. Louis, MO: 314-982-1929.

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**ESCO**

**Exhibit # 1200**

Attendees can learn how ESCO can help them provide services that protect patient's investment while enhancing professional image. The company will offer its hearing instrument loss and damage insurance, leasing, financing, extended warranty and patient reminder services intended to help grow business and retain patients. Plymouth, MN: 800-992-3726

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**Etymotic Research**

**Exhibit # 1811**

The Occlusion Effect Meter, the Quick Sin test and the new color ER-20 High Fidelity Earplugs will be featured by Etymotic Research. Attendees will be able to hear demonstrations of the latest refinements in Array and ITC Directional Microphones. The company has also launched a new website: [www.etymotic.com](http://www.etymotic.com). Elk Grove Village, IL: 847-228-0006.

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**Everest Biomedical Instruments**

**Exhibit # 539**

Everest biomedical Instruments introduces the AudioScreener, reportedly the world's first complete solution to the two-stage screening process for Universal Newborn and Infant Hearing Screening. The company will present its latest technology and will provide hands-on testing of the AudioScreener. St. Louis, MO: 866-66-AUDIO.

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**Frye Electronics, Inc**

**Exhibit # 1147**

Frye Electronics will present new programming for the FONIX 6500-CX Hearing Aid Test System and the FP35. The new version of WinCHap, a computer program designed to provide a data base and capability to run all the current FONIX instruments from a computer, will also be on display. One feature of the new program is a complete DSL i/o implementation. Frye Electronics will have a classroom on Friday with classes scheduled all day. The instructors include Linda Thibodeau, Geary McCandless, Robert Martin, Sallie, George and Kristina Frye. The schedule is posted on the Frye website: [www.frye.cm](http://www.frye.cm). Sign-ups are encouraged by the company. Tigard, OR: 800-547-8209.

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**Global Assistive Devices, Inc.**

**Exhibit # 2505**

Global Assistive Devices' new space saver clock/signaling system, ACCESS 3, is a combination alarm clock, halogen lamp, telephone ring signaler and door announcer all in one. The company's line of assistive devices with warranties includes: Vibration Watches designed not to disturb others and work in noisy environments; Alarm Clocks (flashing, vibrating, extra loud, 220 V, silent, variable tone, battery operated); Bed Shakers; Door Signalers; Telephone Ring Signaler; Telephone Amplifier and Caller ID for TV (lets person enjoy the convenience of having incoming phone calls displayed on TV screen). Ft. Lauderdale, FL: 888-778-4237.

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**Grason Associates, Inc**

**Exhibit # 1821**

The company will present Single Use Eartips™ designed to provide effective infection control, sized from pediatric to geriatric. Attendees can enter a drawing to win a set of Single Use Eartips. Berlin, MA: 978-838-2124.

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**Grason-Stadler Inc**

**Exhibit # 1035**

Grason-Stadler will demonstrate the new ABR/SSEP System designed for infant/pediatric follow-up testing. In addition, Grason-Stadler/Nicolet Biomedical will feature the new GSI TympStar Clinical Middle-Ear Analyzer, GSI 70 Automated OAE Screener designed for newborn infant hearing screening, GSI's full line of screening and diagnostic audiologic instrumentation and Nicolet's line of ABR and computerized ENG systems. Milford, NH: 800-700-2282.

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**GN ReSound North America**

**Exhibit # 1729**

GN ReSound will introduce a new family of digital hearing instruments and will demonstrate their new fitting software. Attendees can experience a sound demo on the new product line and can receive a free gift. The GN ReSound Presentation Theater will be informing attendees about the latest in advanced technology from the company throughout exhibit hours. Bloomington, MN: 800-248-4327.

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**Hal-Hen Company, Inc**

**Exhibit # 2000**

Hal-Hen will feature a selection of new items, special promotions, free giveaways and will demonstrate a new video otoscope

line of Madsen and ICS brand instrumentation will be on display at the booth. Attendees can stop by for information on the "AAA Special Instrument Offer" and register for a free give-away prize.

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#### **Magnatone**

Exhibit #: 2419

Magnatone will introduce QuantumPlus™ - 100% digital, ultra-modern BTE, designed to be a powerful, user-friendly programming software. Interton's QuantumPlus™ features 3 fittings levels, five re-selected algorithms, seven independent frequency bands, three channels, three selectable memories, five interim memories, and SMS™ and MNR™ technology. Attendees can see the custom and BTE digitals, programmables and earmolds, and will have the opportunity to win t-shirts and other prizes. Casselberry, FL: 800-327-5159.

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#### **MedRx Inc.**

Exhibit # 1507

MedRx will present a new video otoscope, vacuum systems and the OtoWizard. The OtoWizard features live speech mapping, audiometry, loudness scaling, hearing loss simulator, master hearing aid, articulation index (AI), automated occlusion effect, speech sound overlay, fitting rules, hearing instrument selection protocol, hearing aid analyzer, patient database and video otoscopy. Seminole, FL: 888-392-1234.

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#### **Micro-Tech**

Exhibit # 2019

Micro-Tech will present the company's Touchless Telecoil® designed to be a simple and automatic device for hearing aid and telephone use. Patients can use the telephone the same way people without a hearing instrument use it (e.g., no switches, etc.). Micro-Tech's 100% digital Dx3 harnesses the flexibility of digital processing and provides improved sound quality, according to the company. The Nx2 is a programmable circuit that combines dual-band versatility with a Resonance Booster and is a Class D WDRC circuit. DiRx is Micro-Tech's patented dual-microphone directional system (Patent 5,757,933).

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#### **Mid-States Laboratories**

Exhibit # 2509

Mid-States will present Yellow Stuff and NASA-based earmold materials Audtex-85, Invisible Mold (available in three shapes) and Apollo-95 for severe losses. The company will show a demonstration of Yellow Stuff II, injection material that is designed not to droop. Attendees can bring a business card to register for drawings to win free products and free earmolds from Mid-States. Wichita, KS: 800-247-3669.

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#### **Midwest Hearing Industries**

Exhibit # 710

MidWest Hearing Industries will present the Loss and Damage Coverage and Allowance for Professional Services. The company will also introduce additional programs. Minneapolis, MN: 800-821-5471.

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#### **Miracle Ear, Inc**

Exhibit # 1535

Attendees can learn more about career opportunities nationwide in direct patient care, outreach, training, aural rehabilitation, counseling and supervision. The company will present its Amplifit system, consumer programs and the Miracle-Ear Children's Foundation. Golden Valley, MN: 800-234-7714.

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#### **Oaktree Products, Inc.**

Exhibit # 1821

Oaktree Products will feature a new 80-page catalog featuring approximately 2000 items for audiologists and a new line of UV material. The company will offer "Top Ten Reasons to Become an Audiologist" t-shirts. Oaktree makes the Audiologist's Choice® line of products including AudioWipes®. Chesterfield, MO: 800-347-1960.

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#### **Oticon**

Exhibit #

Oticon will present a wide choice of new digital and programmable solutions paired with marketing programs and will offer audiological support and customer service. Additionally, Ergo hearing instruments, with custom models such as CIC, Full Shell, Ergo BTE and BTE Power, will be introduced.

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#### **Pacific Coast Laboratories, Inc.**

Exhibit # 622

The company will present SOUNDWAVES/fs, a personal listening system that combines the patient's custom Continuous Flow Adapter (CFA) earpieces with their own sound system. The company reports that the use of the CFA with a custom Poly-Sheer II earpiece for a digital hearing instrument enhances the capabilities of hearing aid to produce the sound needed by the hearing impaired. Dolphins and Sleep Easy plugs, designed for swimming and sleeping needs, as well as Soundwaves II and RockStars II hearing protection, will be featured. San Francisco, CA: 510-351-2770.

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**Phonak****Exhibit # 1201**

Phonak will present new pediatric support material for children, parents and audiolotists, and will introduce a new digital hearing instrument line—bridging a gap between Astro and Claro. Claro uses cochlea-like DSP and adaptive digital AudioZoom™ (dAZ) and offers many automatic features, such as program selection and feedback control. The WatchPilot, a combination watch/remote control, is an added option for the Claro instrument. Warrenville, IL: 800-777-7333.

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**Precision Laboratories, Inc****Exhibit # 918**

Precision Laboratories, manufacturer of custom earmolds for hearing aids, hearing protection monitors and communication systems, will exhibit IB-1000 Plus™, Catamaran™ Swim Plugs, Challenger™ Earphones and ER-15 Musician's Earplugs. Available in bright neon colors, swirl and sparkle, the earplugs can be used for swimming, racing, performing and broadcasting. Other products featured are Vinyl Sea™, VS 100™ silicone impression material and Blue Ultra injection ear impression system. Precision Ear™, a sound enhancer, will also be presented. Altamonte Springs, FL: 800-327-4792.

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**Qualitone****Exhibit # 823**

Qualitone, a provider of hearing solutions for audiologists, will present a full line of products from CIC to BTE for all types of hearing problems and a new hand-held programmer for fitting flexibility. The latest software designed for easy navigation, fitting formula correction values for children and troubleshooting will also be presented. Minneapolis, MN: 800-328-3897.

---

**Rayovac Ultra Pro Line****Exhibit # 1119**

Rayovac ULTRA® ProLine® offers hearing care professionals and their patients the world's longest lasting hearing aid battery, according to the company. Attendees can learn about the total Pro-Line program including year-round promotions, free marketing support, free customized battery cards, new incentive program and awards. Madison, WI: 800-356-7422.

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**Resistance Technology Inc.****Exhibit # 2511/2513**

Resistance Technology Inc. (RTI) is a global manufacturer of hearing aid components and electronic assemblies, specializing in custom integrated circuits, microelectronic hybrids, directional microphone systems, faceplates, interconnects, volume controls, trimmers and switches. Featured products include: the IntelliMic™ product line "Single Pole Double Throw Switch" and Clari-D™ featuring L276 two-channel programmable, L285 CIC Hybrid and L272 Class D amplifier. M75 Mini Trimmer and Flex Programming Interconnects will also be presented. Arden Hills, MN: 651-636-9770.

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**Rexton****Exhibit 1547**

Rexton invites all AAA attendees to stop by to receive a special gift and to view a broad selection of digital, programmable and analog hearing products. Featured products include the company's full line of trimmer adjusted, fully digital gran-D custom hearing instruments, Rexton 3D and Rexton-D2 digital hearing instruments and the Horizon 3 programmable product line. New product introductions will be discussed, including a new two-channel, digitally programmable product and the Pocket CONNEX. A marketing representative will be on hand to discuss Rexton's full service, turn-key marketing programs. Plymouth, MN: 800-876-1141.

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**Sennheiser****Exhibit # 1250**

Sennheiser will introduce the DirectEar Set 100, a personal wireless listening systems that transmits infrared signals to a receiver and connects directly into a television, VCR, radio or other compatible audio source. Providing 435-sq.-ft. of radiating power at 95 kHz, the listener will not only be able to hear their favorite audio without disturbing others, but will also be able to adjust the volume, balance and tone controls located on the receiver for maximum affect, according to the company. Old Lyme, CT: 877-736-6434.

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**Siemens Hearing Instruments****Exhibit # 1318/1319**

Siemens introduces SERENIT™ tinnitus control instruments, SIGNIAT™ Select micro CIC and mini BTE, new directional mics, PHOENIX™ and super power BTEs. Other products that will be featured include 3 CRESCENDOT™ amplified phones, E-Business (Online@SHI, Web-Hosting, Knowledge Manager), PRACTICE NAVIGATOR™ Professional software, Pocket CONNEX™ and the latest generation of UNITY™. The company will offer show specials on LIGHTNING™, Siemens batteries and SILHOUETTET™ Plus impression materials. Piscataway, NJ: 800-766-4500.

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**Sonic Innovations****Exhibit # 829**

Sonic Innovations will present NATURA™ 2 SE, the newest 100 % digital hearing aid that utilizes our patent-pending

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## Issue Stories

### A Virtual Tour of the AAA Exhibit Hall

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A sneak-peek into the new products, services, and offerings at the 14th annual American Academy of Audiology convention and exposition in Philadelphia.

The American Academy of Audiology (AAA) will hold its 14th Annual Convention and Exposition in Philadelphia on April 18-20. This section of The Hearing Review is intended to provide a preview of the companies participating in the convention and allow readers to gain a sneak-peek into their latest technologies. Descriptions of the products and services listed here were provided by the companies on request of The Hearing Review. To obtain more information on the products, visit the exhibits or fill out one of the enclosed Action Cards (found between pages 10-11 and 58-59).

Discover more on this and other developments in health & well-being.



### AHAA Exhibit #1149

Since 1995, AHAA has grown to a network of more than 2,000 independent hearing aid professionals nationwide to whom it offers a virtual franchise with no loss of autonomy. AHAA Associates receive services such as customized business and marketing plans, owner/staff training, advertising programs, consolidated purchasing and billing, and universal credit. AHAA provides its Associates a full range of Internet B2B services through its website AHAABizLink.com. BizLink services include their AHAA account information, pricing, and application service provider (ASP) services, ranging from basic e-mail to business software. Visit the company's booth at exhibit #1401 or Web site at [www.ahaanet.com](http://www.ahaanet.com).

[Read the article](#)[The Biological Battle of the Senses](#)

### Audina Hearing Instruments Exhibit #943

Audina Hearing Instruments is an independently owned US hearing aid manufacturer located near Orlando, Fla. According to the company, its mission for over 10 years has been "to produce quality hearing instruments and provide unparalleled customer service," according to the company. Audina also proves its commitment to the advancement of the profession by offering national CE seminars throughout the year. The company's product line includes Nueve Digital, Paragon DSP, DynamEQ3, DynamEQ2, AGC-0, and Super60D. All are programmable through its ezFIT software. Visit the Audina booth for the latest ezFIT software, and a demonstration of the latest in Digital Technology — Paragon 4.

[GetInsideHealt](#)

### Audiocan Exhibit #1501

Audiocan® invites attendees to booth #1501 for a demo of its new Verifit® VF-1 Real-Ear Hearing Aid Analyzer. The VF-1 is a desktop system with a wide-angle color display designed to meet audiologists digital and directional hearing instrument fitting needs. Features include real speech and live speech tests, and dual source test box speakers for evaluation of directional instruments. The Verifit VF-1 joins the Audiocan RM500® system in providing state-of-the-art tests in an affordable and easy-to-use package.



### AVR Sonovations Exhibit #931

AVR introduces what it reports to be the first synthesized BTE/FM, Extend-Ear Rx-20. The device is capable of storing up to four different FM frequencies. Also featured this year: ImpaCt Dynamic Speech Re-Coding hearing instruments, Logicom-20 BTE/FM with DSR capabilities, Logicom Ci FM receiver for cochlear implants, and Logicom Di, reportedly the world's smallest body-worn FM receiver.



### Belton Electronics Corp Exhibit #401

Belton will be exhibiting its new series of digital hearing instruments and latest versions of its multi-media fitting software. The features of Belton's new digital series includes advanced multi-channel compression and noise reduction technology, an automatic patient adaption system, feedback management, and directional microphones.



### Best Computers Exhibit #1805

Best Computers will showcase the Super Power Vacuum with piston driven pump, cleaning equipment for hearing aids, and, the company reports, 1,000 units in the field with service on only 17.



### Discovery Hearing Aid Warranties

**Exhibit #1612**

Discovery Hearing Aid Warranties, a one-source service warranty provider, offers service warranty protection for loss, damage and component failure on all makes and models of hearing instruments. The company will feature a compensation plan for dispensing professionals. Compensation is paid on every warranty sold. Discovery Hearing Aid Repair is a rapid response, full service, all-make repair lab offering competitive pricing, according to the company.

**Duracell  
Exhibit #1937**

Duracell Activair with EasyTab™ is the easy-to-replace hearing aid battery. Developed by working closely with hearing aid users, EasyTab™ features three simple but effective features. The innovative "pillbox" package is designed to make it easy for patients to store, transport, and remove their batteries. The patented longer tab design makes EasyTab™ batteries easy to see, hold, and insert in even the smallest hearing aids.

And the new battery cell construction delivers up to 30% longer life than the company's previous Activair batteries. For more information, call Phonak at 1-866-285-6264.

**Ear Technology Corp  
Exhibit #1049**

For hearing aid performance that matches patients' expectations, Dry & Store®, the conditioning system is designed to redefine hearing aid care. Dry & Store effectively combats the two worst enemies of hearing aid performance: moisture and cerumen. Additionally, it sanitizes hearing aids for relief of itchy ear. With Dry &

Store, hearing aid users report both improved clarity and dependability, and nine out of ten dispensers report a significant reduction in repairs, according to the company. Visit Booth 1049 for new product info and special savings.

**Egger Otoplastik & Labortechnik GmbH  
Exhibit #1555**

Egger offers the EL-3 modelling kit, a light-curing kit that is designed to be used in such settings as laboratories, audiologists' offices, and home visits. The unit is particularly suitable for the application of adhesive coatings and for carrying out modification work. In addition, the modelling pastes and

lacquers can be combined, with hard synthetic material. Kempten, Germany. Visit the company's booth or its Web site at [www.egger-labor.com](http://www.egger-labor.com).

**Electone Inc  
Exhibit #613**

Visit the Electone booth as the company introduces Sierra™, its new 100% digital hearing instrument. As a manually adjustable digital hearing instrument, Sierra is designed to be the natural progression from analog to digital technology. Up to four potentiometers provide control over low-frequency gain,

maximum gain, input compression for soft sounds, and output compression for loud sounds. A natural fit for your practice, Sierra allows professionals to move patients into the improved performance of digital sound processing.

**ESCO  
Exhibit #625**

Esco invites attendees to see how after-market hearing instrument insurance is a win-win business decision for you and your patients. The patient's investment in today's advanced technology hearing instruments is protected for long-term value. Your reputation as a patient advocate will be enhanced and rewarded, creating loyal customers and increased revenues, reports the company. See Esco's new, clear concise patient application. The company also offers the Super Bill resource implementation, from template to final forms, designed to increase practice revenue and make collection of fees easier.

**Etymotic Research  
Exhibit #1441**

Etymotic Research's new Digi-K™ circuitry is designed to take digital to the next level. Digi-K has a full 16 kHz bandwidth, improved headroom and automatic electronic damping to significantly improve sound quality and reduce feedback. Hear ER's Linki™ array microphone which gives 7-10 dB improvement in SNR and can be used with any hearing aid with a t-coil. New additions to ER's family of insert earphones are the ER-5A, the next generation of insert earphone for audiometry, and ER-6 Isolator earphones for travel and personal listening that have higher accuracy scores than most high-tech noise-canceling earphones, according to the company.

**Frye Electronics  
Exhibit #524**

Frye Electronics Inc, Tigard, Ore, will have several important improvements to its instruments on display at the convention. The FONIX 6500-CX Hearing Aid Test System has a new sound chamber, the 6050, that features improved sound and vibration isolation as well as a flatter platform for the hearing aid under test. The FP35 Hearing Aid Analyzer has new software that includes the DSL program. Other testing instruments exhibited are the FP40 and the FA-10 Hearing Evaluators. The Frye tradition of having a drawing for a Pendleton Indian blanket will be continued.

**GN Otometrics/Madsen/ICS Medical  
Exhibit #537**

GN Otometrics and the Madsen and ICS Medical instrumentation brands will be featuring their full line of advanced audiometric instrumentation and balance/vestibular equipment at Island #537. The company will be introducing a breakthrough design with its new handheld combination OAE and ABR screening instrument—AccuScreen. In addition, the company will be introducing a new Live Speech Mapping module for fitting digital and advanced programmable

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hearing aids. Madsen will feature the modular PC-based Aurical™ testing and fitting system, the PC-based Capella™ TEOAE/DPOAE otoacoustic emissions analyzer, and the newly designed Madsen ITERA two-channel diagnostic audiometer. ICS Medical will be featuring their advanced CHARTR VNG/ENG and CHARTR EP with PediABR systems. Look for the "Carrot" and register to win a prize.



**GN ReSound  
Exhibit #625**

The GN ReSound Canta is one of the most advanced digital hearing instruments available today. Canta products combine Adaptive Directionality with Active Microphone Matching to ensure optimal performance. The instruments also utilize advanced noise reduction strategies, 64-band Spectral Enhancement and the only feedback suppression available that doesn't reduce gain, according to the company. Canta is available in all models from Power BTE to CIC. Attendees are invited to stop by the GN ReSound exhibit at Booth #625.



**GSI  
Exhibit #1613**

GSI will be featuring the new GSI AUDIOscreeener at booth #1613. The AUDIOscreeener is a new hearing screening technology that combines evoked otoacoustic emissions (OAE) and auditory brainstem response (ABR) tests in a handheld, portable, PR-free device. Easy-to-operate, the GSI AUDIOscreeener requires only a single button push to initiate either an OAE or ABR screen for quick, reliable and comprehensive hearing screening, according to the company. The device is designed to screen newborns, children, adults, and all difficult-to-test patients. Additional features include wireless data transmittal, storage of up to 300 patient records at a time, and 10 user-definable configurations.



**Hagemeyer  
Exhibit #804**

Visit Hagemeyer Tech Care Products (formerly Warner Technologies) to see the company's complete line of hearing care products. Tech Care brings audiologists an alcohol-free choice for ear hygiene and ear-mold cleaning. The company will also be introducing its new line of Dreve impression materials, as well as a new catalog and new name. Dreve representatives will be on hand to answer all questions regarding silicone and UV processes. Learn to repair and modify hearing aids and earmolds, and perform the modifications while the patients are in the office.



**Hearing Components Inc  
Exhibit #925**

The latest digital BTE technology requires the latest earmold technology. Comply™ Snap Tips are designed to replace custom earmolds with compliant technology to meet the high demands of holding sound in active ear canals. They fit patients with hearing losses up to 100 dB. Hearing Components' new-Vented tips are used in open earmold applications. The technology reportedly continues to gain momentum, with more than 1,000 offices using Snap Tips daily. A major UK manufacturer has introduced Comply™ Snap Tip technology on a line of stock CICs in Europe for worldwide distribution. Stop by booth 925 for the latest studies at Boys Town and Washington University, St Louis.



**Hearing HealthCare News & Audiology HealthCare News  
Exhibit #820**

Hearing HealthCare News®, a customized newsletter for audiologists to send to patients, and Audiology HealthCare News®, a customized newsletter for audiologists to send to physicians and other healthcare providers, are both edited by a dispensing audiologist. The newsletters are designed to be valuable resources for marketing a practice to patients and physicians. The newsletters are published quarterly and printed in two colors on heavyweight paper. Audiologists may obtain a free customized copy of Audiology HealthCare News® or register for a prize drawing. The winner will get AAA's Front Office Training Kit.



**Interacoustics  
Exhibit #1412**

Interacoustics will be introducing a combination ABR/Video Oculography system functioning under an easy to use Windows® based software program. It can be purchased as a combination instrument or stand-alone product. Additional flexibility and cost savings are possible by adding the new Otoacoustic Emissions device. For more information, contact Interacoustics at 800-947-6334, 9675 West 76th Street, Eden Prairie, MN 55344, [www.interacoustics-us.com](http://www.interacoustics-us.com), or visit booth #1412 at the AAA Convention in Philadelphia.



**Interton/AHS  
Exhibit #1335**

Interton/AHS, a newly-formed entity that combines Interton of Cologne, Germany, with Authorized Hearing Systems of Plymouth, Minn, will be present to introduce the new organization. Also featured will be the launch of a 100% digital product line. Watch for D series, Staris, and EVO, featuring three pricing/technology levels, available in all models from two channel to three channel with seven band expansion and 14 band feedback manager, efficient speech management system, and directional microphone options. There will also be giveaways, eye-catching demonstrations, and more.



**Intrason  
Exhibit #431**

Intrason SA will be featuring two additions to their digital product line featuring the DIGI II (two channels, gain and compression) and DIGI IV (four Channels, gain and compression). Both of these products are available in ITE and BTE models and offer the standard performance features of all Intrason digital products. The company will also be introducing the NITIDO II, a second generation of their established NITIDO line, which will feature new circuits and performance features. As a leader in both analog

and digital technologies, Intrason is expecting to generate a great deal of interest with its new product offerings.



**Knowles Electronics/Deltek**  
**Exhibit #1925**

Knowles Electronics, Itasca, Ill, manufacture a broad range of microphones, receivers, electromechanical components, and wax protection systems for the hearing health care industry. Featured products include the TP series Thin Mic microphones, ideal for directional hearing aid applications, reportedly the thinnest available hearing aid microphone. The HC series High-Output receiver, with double maximum SPL output in the same size as traditional receivers, is designed to bring a new level of output performance to even the smallest ITE and CIC instruments. Also featured are the Model 7000 Volume Control and the Model 2900 Push Button Switch, which reportedly brings new levels of robustness and reliability to electromechanical components. The MicroWaxBuster active wax protection system offers hearing aid manufacturers a solution to cerumen problems with its "click-and-clean" daily cleaning system.



**Maico Diagnostics**  
**Exhibit #1901**

The ERO-SCAN OAE testing system can be used as both a screening tool as well as part of a comprehensive audiologic evaluation by using the advanced programmable features (CPT Code 92588). This OAE unit is designed to produce immediate pass/refer results at three frequencies in 7 seconds. Ask about the ERO-SCAN DPOAE and TEOAE combination handheld units by contacting Maico Diagnostics at 1-800-941-4201; Web site: [www.maico-diagnostics.com](http://www.maico-diagnostics.com), or visit booth #1901.



**MedRx**  
**Exhibit #1313**

The MedRx OtoMaster LS compiles the key features of the OtoWizard to create a dynamic and affordable fitting system. This compact system operates with NOAH and can be coupled to existing fitting platforms. The OtoMaster LS highlights Live Speech Mapping (LSM) has been verified by an independent study to reduce the need for post-fitting follow-ups and lowers practice costs. Use LSM to demonstrate directional microphone effects, compression features, and multiple memories. Tympanometry, video otoscopy, hearing loss simulator and master hearing aid are included. Call your MedRx representative (888-392-9000) for details on the OtoMaster LS or visit exhibit #1313.



**Microtronic**  
**Exhibit #901**

PB 100 Switch is reportedly the world's smallest push-button switch. The diameter is only 1.9 mm and the body height is only 1.4 mm, allowing it to be built into ITCs where space is very limited. Easy to activate knob. The next generation of wireless HI programmers: TA20 Telecoil with improved EMI noise suppression that decreases the sensitivity for spurious electromagnetic fields. The 7446 Digital Microphone is the latest in A/D converter ASIC design, with EMI suppression and an unformatted data stream. The Series 8000 Cylindrical Microphone is designed to provide a low noise level, high PSRR, and performance independent of battery supply voltage (sensitivity, impedance, PSRR) batteries.



**Micro Audiometrics**  
**Exhibit #705**

For over 20 years, Micro Audiometrics has reportedly been known for manufacturing reliable, durable, portable, and cost-effective hearing testing equipment. The Earscan Acoustic Impedance instrument is designed to perform exams as quickly as 1 second, can perform ipsilateral reflex tests, and can also be upgraded to perform manual and automatic pure tone audiometry. The DSP Pure Tone audiometer is a 10-oz, battery operated, hand held air conduction puretone audiometer suitable for multiple applications. The company invites attendees to stop by for a product demonstration of the Earscan.



**Microsonic Inc**  
**Exhibit #601**

Choosing earmold lab exhibits to visit at AAA? Microsonic, an international earmold manufacturer and supply source, invites attendees to visit their exhibit. For 37+ years the company has provided thousands of audiologists with earmold quality and service. Familiarize yourself with Microsonic offers extensive experience and unique products and a "synergistic approach to successful hearing solutions through sophisticated earmold application." Test out the company's new "Glow-in-the-Dark" earmolds. Visit the company at AAA, or call 800-523-7672 and ask for our Free Custom Earmold Manual and the Accessories/Supplies Catalog.



**Micro-Tech**  
**Exhibit #1603**

The all-new Touchless Telecoil® (patent pending) is simple and automatic. All your patients have to do is use the telephone the same way they always have. No switches for fingers to fumble with. No more hassle with acoustic feedback. This advance in telecoil engineering allows for instant activation of the telecoil mode when a telephone is placed near the instrument. The patient simply holds the telephone receiver to the hearing instrument and, without physically switching a toggle, the telecoil mode activates. This option is designed to be cosmetically appealing, convenient for the patient, and cuts down on patient counseling time. The Touchless Telecoil® is available for the 100% digital Dx3, as well as the programmable Nx2 in Half-Shell and Full-Shell ITE custom applications. Micro-Tech was founded in 1986 by Larry Hagen to help those with precipitous high frequency hearing losses. From a small office with on-site manufacturing, Micro-Tech has grown to become a leader in fitting high-frequency losses, as well as providing innovative solutions for a broad range of hearing health care issues.



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## Issue Stories

### The IHS 2002 Convention Preview

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Hearing Review - August 2002

A "sneak-preview" of the exhibit floor and the new products and services being offered at the upcoming 51st Annual International Hearing Society (IHS) Convention in Reno, Nev.

The International Hearing Society's (IHS) 51th Annual Convention will be held in Reno, Nev. on September 11-15. Whether or not you'll be attending the convention, The Hearing Review invites you to take the following SNEAK PREVIEW of the latest technology being introduced by companies during the event. To learn more about the products and services featured below, visit the exhibits and/or use the enclosed Action Card (found in the front and back of this magazine). Descriptions of products and services listed below were provided by the companies upon request of The Hearing Review.



**Audina Hearing Instruments** is an independently owned US hearing aid manufacturer located near Orlando, Fla. For over 12 years Audina has produced quality hearing instruments and provided excellent customer service. Audina is also committed to the advancement of the profession by offering national continuing education seminars throughout the year. Its product line includes: Paragon 4 DSP; Nueve Digital; DymaEQ3, and DymaEQII. All programming is achieved through ezFIT software. Visit us for the ezFIT software and a demonstration of the latest in Digital Technology—Paragon 4. Booth #216; (800) 223-7700.



**Audiocan®** invites you to booth #710 at IHS 2002 for a demo of its new Verifit® VF-1 Real-Ear hearing aid analyzer. The VF-1 is a desktop system with a wide-angle color display designed to meet your digital and directional hearing instrument fitting needs. Features include real speech and live speech tests, and dual source test box speakers for evaluation of directional instruments. The Verifit VF-1 joins the Audiocan RM500® system in providing state-of-the-art tests in an affordable and easy-to-use package. Booth #710; (800) 265-2093.



**Beltone** will be exhibiting its new Oria series of digital hearing instruments. Oria features include the advanced 12-channel DSP circuitry, Satisfy™, Beltone's automatic adaptation feature, Gain Explorer™, the feedback management system and 12-channel Speech Pattern Detection™ noise reduction circuitry. Visit us to learn more about the Oria and Beltone's SelectaFit and AVE. multimedia fitting system. Booth #413-415; (800) 621-1275.



**Discovery Hearing Aid Warranties**, a one-source service warranty provider, offers service warranty protection for loss, damage and component failure on all makes and models of hearing instruments. The company will feature a compensation plan for dispensing professionals, who are paid on every warranty sold. Discovery Hearing Aid Repair is a full service, all-make repair lab with competitive pricing, according to the company. Booth #511; (800) 525-7936.



**Duracell Activair** with EasyTab is designed as the easy-to-replace hearing aid battery. EasyTab™ features three innovations. The pillbox package is designed to make it easy for patients to store, transport, and remove batteries. The patented longer tab design makes EasyTab batteries easy to see, hold, and insert in hearing aids. And the new battery cell construction delivers up to 30% longer life than the company's previous Activair batteries. Booth #218; (866) 285-6264.



**Ear Technology Corp** is pleased to introduce its newest version of the Dry & Store hearing aid conditioning system—Dry & Store Global. Dry & Store is a consumer appliance that is designed to eliminate moisture from hearing aids and sanitize and deodorize the aids. Designed for portability and versatility, the Global is suitable for travel and for small living spaces, and fits any budget. It accommodates all types of hearing aids and cochlear implant hardware, including body-worn processors. The company invites you to keep patients happy with fewer repairs and better sound quality by dispensing Dry & Store. Consult your IHS program for booth number; (423) 928-9060.

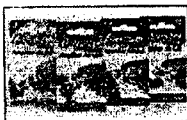


Visit the company's booth and take a closer look at **Electone**. The company reports that you'll experience superior product quality, quick turnaround, low return-for-repair rate, outstanding customer service, and you'll also want to learn more about the Sierra™ manually adjustable 100% digital instrument. It may be the affordable answer for your patients who are ready to move to digital technology. Electone states that its care taken in crafting hearing instruments and the commitment to customers is unsurpassed. Booth #610-612; (800) 432-7483.

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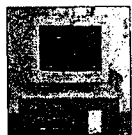
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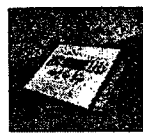
**Energizer®** reports that it is your source for solutions. Just as your patients rely on you as their single source for hearing health care, Energizer reports that you can rely on the company as your single source for: 1) Technology: batteries now last up to 15% longer; 2) Innovation: the world's first and only dispenser, EZ Change; and 3) Expertise: for you and your patients. Come by and learn about the fastest growing battery brand. Booth #909; (314) 985-1637.



**Esco** invites attendees to see how after-market hearing instrument insurance is a win-win business decision for you and your patients. The patient's investment in today's hearing instruments is protected for long-term value. Your reputation as a patient advocate will be rewarded, creating loyal customers and increased revenues, reports the company. See our new, clear concise patient application. The company also offers the Super Bill resource implementation, from template to final forms, designed to increase practice revenue and make collection of fees easier. Booth #715; (800) 992-3726.



**Frye Electronics** will show all of its hearing aid/real ear analyzers and its audiometers. The FONIX 6500-CX hearing aid test system has a new sound chamber, the 6050. The ability of the 6500-CX to test "group delay and phase" of digital hearing aids is receiving attention, and Frye will demonstrate what is involved in the testing. The company plans to introduce the NAL-NL1 fitting software for the FP35 hearing aid analyzer for the first time. Booth #411; (800) 547-8209.



**GN Otometrics and Madsen** will be featuring their full line of advanced audiometric instrumentation. The company will be introducing a new video otoscope and software called OtoCam™—a pen-style single-cable system that has a unique built-in light source. In addition, the company will be introducing its new visible speech-mapping tool, using live speech as a fitting target module for fitting digital and advanced programmable hearing aids. Madsen will feature the modular PC-based Aurical™ testing and fitting system, and the new radically designed Madsen ITERA 2-channel diagnostic audiometer with master hearing aid.

Booth# 213-215; (800) 362-3736.



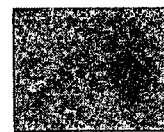
**Canta** is reportedly the only complete, single platform digital family. Every model of the Canta family of digital hearing instruments—from top-of-the-line 3-D digital Canta7, to the Canta2—reportedly shares a powerful legacy: a host of innovations from decades of technology leadership in the hearing health care industry. Canta is available in a complete product line ranging from a Power BTE to the CIC. Booth #209-211; (800) 248-4327.



This year **Hagemeyer Tech Care Products** (formerly Warner Technologies) will be introducing its new silicone impression material. Pro-Shot II and Accu-Shot II silicone materials and Tech Care clean wipes are their most recent tech care products, which already include Bargel, Dri Aid Kits, Ear-Fresh, and Earmold cleaner. Visit and receive a sample of Pro-Shot II or Accushot II impression materials. Also featuring products for UV modifications and repairs. Booth #903; (800) 328-4757.



Celebrating its 56th year, **HAL-HEN** features over 4,000 items for hearing health care professionals. New for 2002 is the Conversor®, a unique FM wireless assistive listening device. The affordable Conversor® provides exceptional audio clarity, versatility, and hearing aid compatibility. Also offered are assistive devices, impression materials, batteries, diagnostic equipment, otoscopes, earlites, earmold/fitting supplies, educational materials, tools, cerumen management, and over-the-counter pharmaceutical products. Booth #313; (800) 242-5436.



Finally, you can fit severe and profound loss clients quicker and with better results than you thought possible, according to **Hearing Components**. Stop by the booth to see the newest Comply™ Snap Tips and find out how you can increase your business and profits. Booth #904; (800) 872-8986.



**Interton/AHS** offers two new high-power digital BTEs, designed for moderate-to-profound hearing losses, with state-of-the-art 100% DSP. The Mega Power EVO is a 3-channel instrument with 14 frequency bands (7 adjustable). The Mega Power Staris is a 2-channel instrument with 9 frequency bands (2 adjustable). Both feature WDRC, wide-range AGCo, and have peak output of 136 dB with 83 dB of gain. Also notable is a battery drain of less than 0.8 mA. Both models feature a speech management system that is said to instantly analyze the time structure of the signal and reduce gain in the non-speech channels. Booth #315; (800) 247-4741.



The **Magnatone** booth will be demonstrating the TruVoice® 100% digital hearing instrument. This versatile instrument offers 1, 2, or 4 channel programming, microphone noise reduction, dynamic notch filters, adjustable crossovers, as well as options for directional microphones and rechargeable cells. The company will also offer its line of BTEs, the EQ3 and AGC-o circuits, and the Liberty™ rechargeable system. The programmable line will be demonstrated using the feature-rich and intuitive Digi-Pro® software. PocketPro™ software, which runs on PocketPC handheld computers, allows portable, real-world programming of hearing instruments. You can even take a spin on the slot machine and win a prize. Visit the company at Island F; (800) 327-5159.

MADSEN, Serial No. 79/062304  
Request for Reconsideration

## **EXHIBIT C**



MADSEN Astera. It's familiar,  
and it's so much **More**

Hearing Assessment	Balance Assessment
<ul style="list-style-type: none"><li>• Audiometry</li><li>• Immittance</li><li>• OAE</li><li>• ABR/ASSR</li><li>• Infant Screening</li></ul>	<ul style="list-style-type: none"><li>• ENG</li><li>• VNG</li><li>• EP</li><li>• Calorics</li></ul>

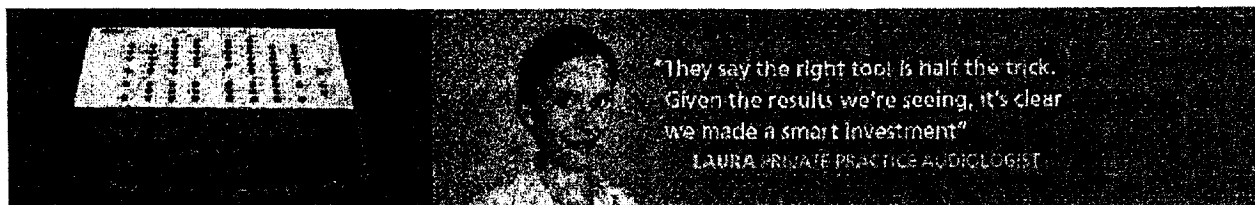
Otometrics on AudiologyOnline:

Request information:



**Free online course:**  
**A Guide to Bithermal**  
**Caloric Testing**

**More information**  
**about Otometrics products**



[Home](#) [Product](#) [Downloads](#) [FAQs](#) [Astera in action](#) [Get a demo](#) [Contact us](#) [Links](#)

Welcome to the Astera website



## myaudiometer. It's familiar, and it's perfect for pediatric testing..

The MADSEN Astera is a two-channel clinical audiometer based on state-of-the-art technology and modern pediatric audiology practice.



The MADSEN Astera is a two-channel clinical audiometer based on state-of-the-art technology and modern pediatric audiology practice.

### Focus and keep your eyes on the child

- Audiometer Control Panel featuring detented attenuators that allow the user to "feel" changes in level
- The software features large and clear audiograms

### Advanced behavioral testing

- Multiple Speaker routing with the possibility of up to 4 speakers
- Advanced communication system
- User test functionality
- Channel Specific Threshold Storing

### FREquency Specific Hearing Assessment Noise - FRESH noise™

- Sound field stimulus that is sharply filtered so that it closely approximates a pure tone target
- Calibrated in Hearing Threshold Level, like Warble and Pure Tone stimuli

### Fast and flexible testing

- Integrated word lists, incl. a pictured spondee word list and several pediatric word recognition lists
- Options for word presentation upon scoring of the previous word, timed word presentation, or presentation of only half lists or certain words
- Phoneme scoring is available in addition to regular word scoring

For more information on the Astera, navigate through the site, using the menu at the top of the page - choose between product information, material available for download, book a demo, FAQs and so much more...

### What's new?

> [Keyboard shortcuts in Spanish](#) - (December 15th 2009)

Take a tour around MADSEN Astera [Play](#)

Tips & Tricks for Astera Users [GO](#)

Learn and earn CEU's [GO](#)

The MADSEN Astera Story [GO](#)

The OTOsuite software universe >

Visit [www.otometrics.com](http://www.otometrics.com) >

> Get useful Tips & Tricks about audiometry and the Astera (October 13th 2009)

>New downloads in Italian (September 10th 2009)

- Brochure in Italian
- Datasheet in Italian

>New downloads available on [www.myaudiometer.com](http://www.myaudiometer.com/)(July 10th 2009)

- Updated International Brochure
- Brochure and datasheet now available in Spanish
- Brochure and datasheet now available in French
- Brochure now available in German
- Updated datasheet, int.
- New Whitepaper on RETSPL sound field audiometry

>Now we can offer demos of the Astera globally - click here to book your demo now! (May 14th 2009)

>New pictures: AAA 2009 (April 3rd 2009)

>Audiometry-Impedance Solution (March 31st 2009)



>New pictures: Having Fun with Astera (March 25th 2009)

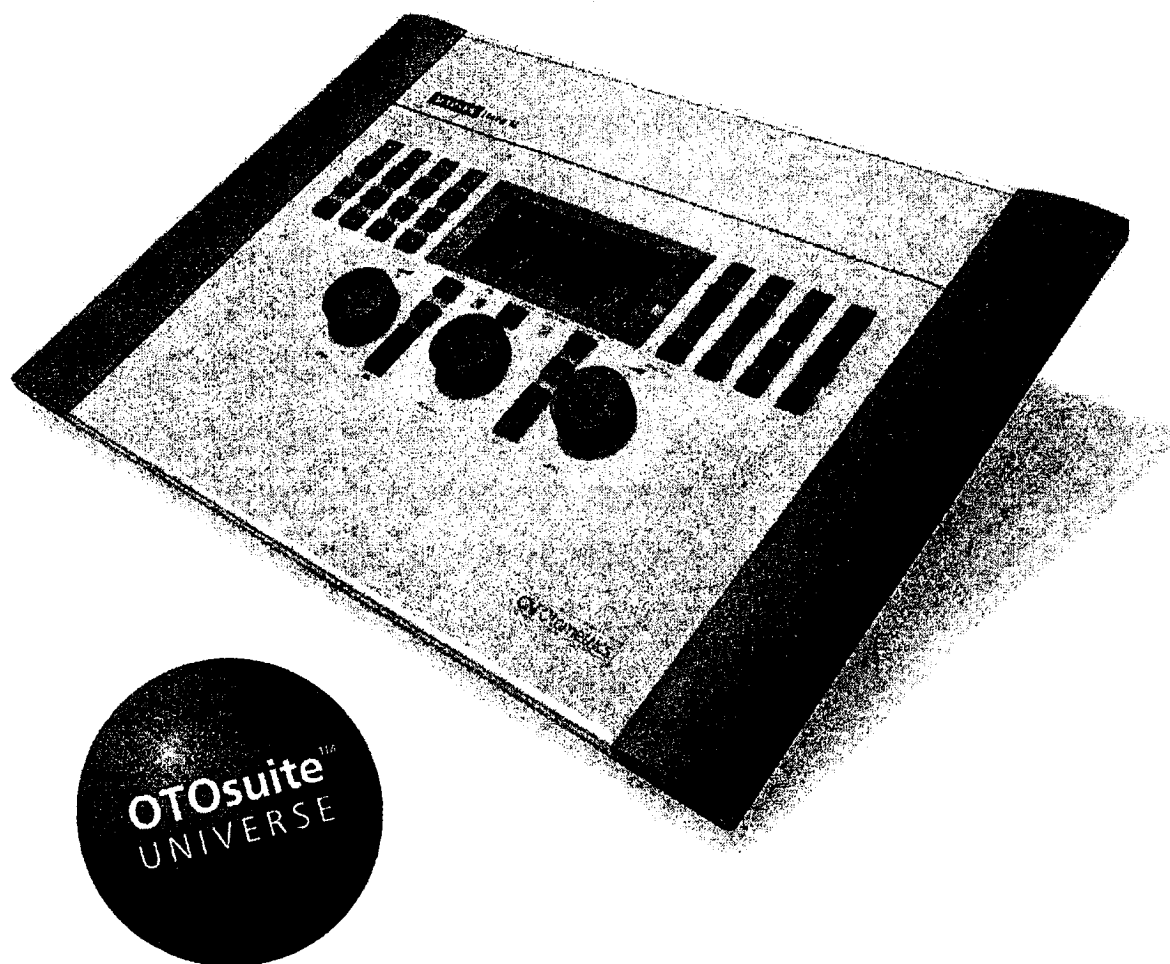
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MADSEN, Serial No. 79/062304  
Request for Reconsideration

## **EXHIBIT D**

Looks smart. Thinks smart.



**MADSEN** Itera II

○ Hearing Assessment   ● Fitting Systems   ● Balance Assessment



**otometrics**  
MADSEN • AURICAL • ICS

# Smart solutions to meet your needs

The MADSEN Itera II builds on the achievements of its acclaimed predecessor to set a whole new standard in audiometric performance, simplicity and elegant design. Compact, reliable and versatile, it's the perfect diagnostic audiometer for the busy dispenser or clinician.

## **Top performance in a stylish cabinet**

Continuing our tradition of manufacturing high-quality instrumentation, the Itera II combines great performance with exceptional design and perfect ergonomics. And recognizing that an audiometer is the daily workhorse in your clinic or practice, we have constructed an instrument that doesn't just look good, but is robust and comfortable to use.

The ideal instrument for tone and speech audiometry, Itera II features two independent channels, extensive patient communication facilities, and ipsi/contra lateral masking. And because it's NOAH-compatible, it can be integrated into today's computerized offices and interface with PC-based hearing instrument fitting and dispensing systems.

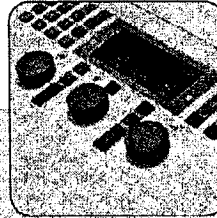
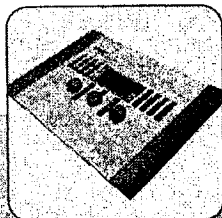
## **You define what's best for you**

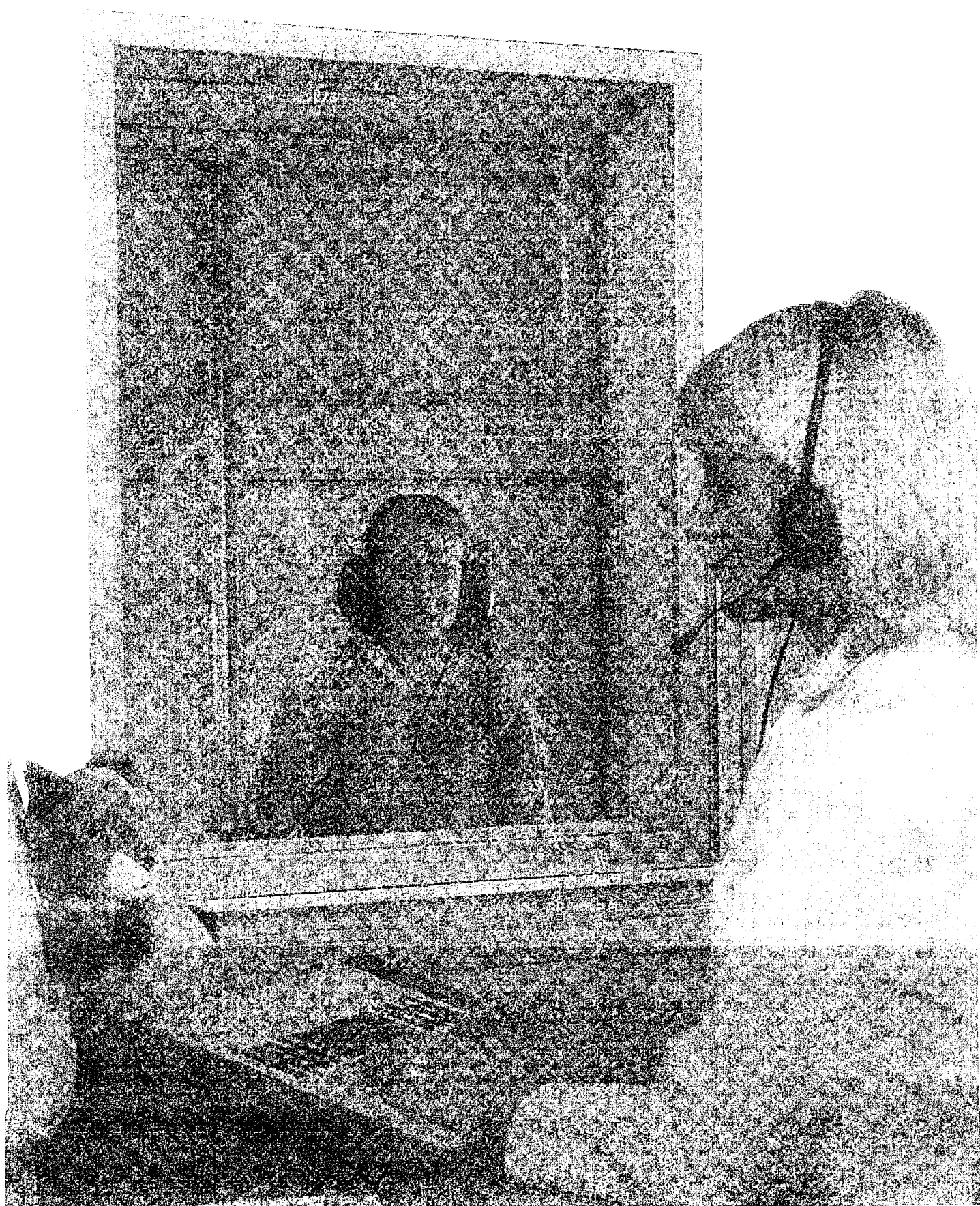
Recognizing that different testing environments have varying requirements, the Itera II is available with a range of options so that you can configure the best solution for your clinic or dispensing practice.

## **Hearing Instrument Simulator**

The options include the most commonly used special tests as well as an *automatic* Hearing Instrument Simulator (HIS) second to none in functionality and ease of use. And for ototoxic monitoring, we also offer the option of high frequency audiometry up to 16 kHz.

By combining these optional functions with the appropriate transducers, you can extend your diagnostic capabilities, now and in the future.





#### Speech audiometry

Binaural speech testing with completely flexible signal routing permits instantaneous masking. It also fully supports dynamic speech sound and is perfectly suited for central auditory assessment.

#### Smart rotary knobs

Tactile feedback from rotary knobs means you don't have to take your eyes off the patient when turning up frequency and level.

#### Special tests

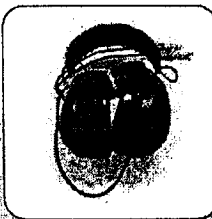
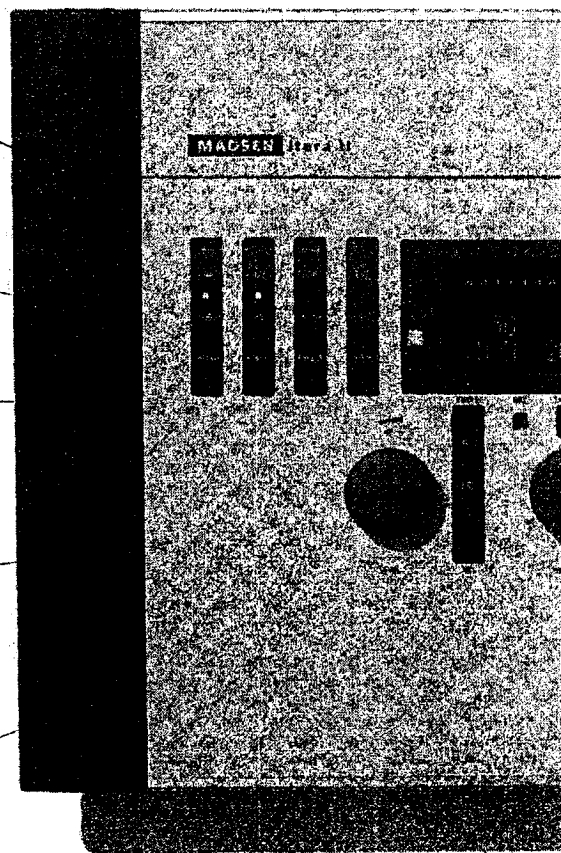
Available options include 500 Hz and 4 kHz Power.

#### Heating Instrument Simulation (Obturator)

Provides you with an excellent tool for counseling patients. Features automatic setup of settings so that you can start simulation quickly. Improves accuracy of manual calculations involved and presents immediate results.

#### Every function at your fingertips

Controls and the display are all at your fingertips. The instrument is set up here. All tone audiometry testing functions are presented in the right channel, and with 400 Hz masking selected for the left channel.

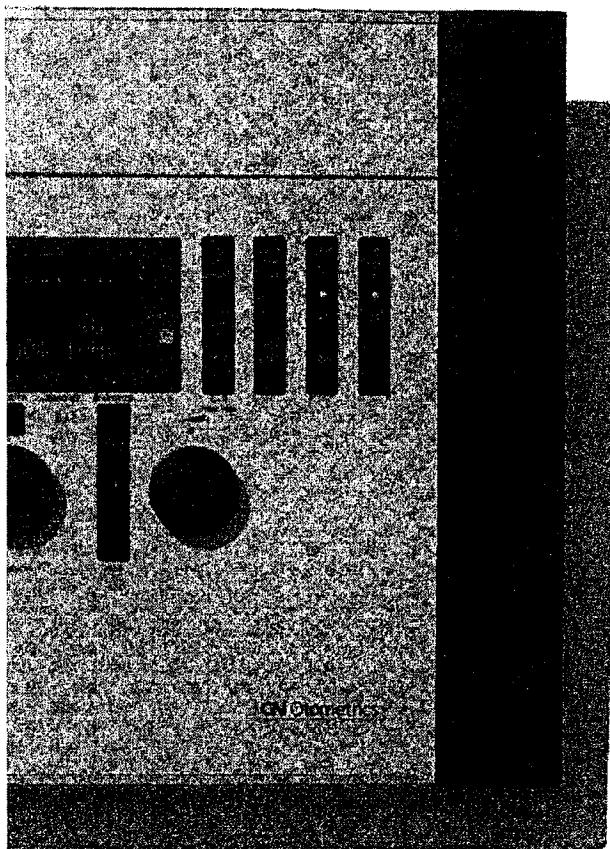


**High frequency air conduction testing**  
The standard frequency range of the Iliera II is 125 Hz to 12.5 kHz. We also offer the option of high frequency setting up to 16 kHz for otologic monitoring.



**Quick Guides**  
To make it even easier to learn and use the Iliera II, a number of convenient Quick Guides are supplied with the audiometer.





#### Customize your workflow

The comprehensive setup options enable you to configure the Itera II according to your preferences, cutting down test time and giving you more "quality time" with your patients.

#### Easy switching between left and right

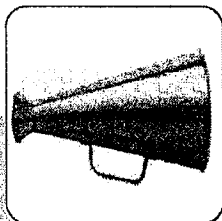
Switch between testing your patient's right or left ear at the press of one button. Press twice to enable both left and right (in speech mode).

#### Internal power supply for CD player

For speech testing, you don't have to search for an AC plug for your CD player. Just connect to the audiometer's rear panel and eliminate a bulky power adapter. Or save batteries.

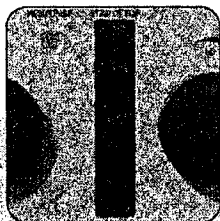
#### Enhanced patient communication and monitoring system

The Itera II features improved technology for superior sound and enhanced product quality. Talk over and talk back buttons are easily accessible.

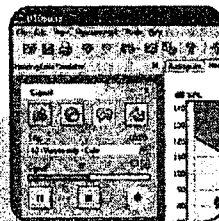


#### Sound field option

Itera II provides comprehensive options for sound field testing.

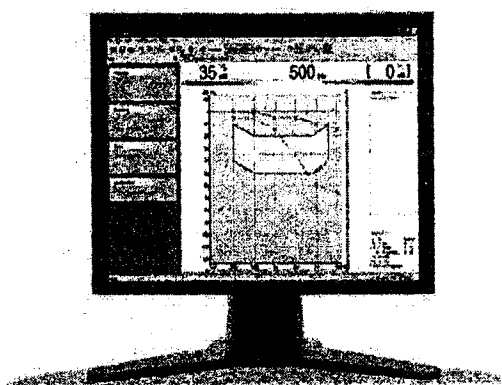


**Enhanced memory function**  
All AC, BC, UCL, MCL and SF thresholds can be stored for both ears.



**OTOnline™ compatible**  
Itera II is an integral part of our OTOnline software platform.

# Benefits of PC connectivity



*Test results are monitored directly on your PC screen as detailed audiograms with all necessary information.*

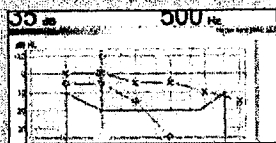
The MADSEN Itera II can be used either as a stand-alone audiometer or connected directly to a PC using our innovative OTOSuite™ Audiometry software.

There are many benefits to using your PC with MADSEN Itera II. The manual recording of audiograms on paper pads is replaced with electronic recording in a real-time graphic interface. Test results are monitored directly on your PC screen as detailed audiograms with all necessary information. Layout has been designed to provide "information at a glance" and allows you to stay in close visual contact with your patient.

The OTOSuite audiometry module supports aided/unaided speech testing, including a live VU-meter, speech scoring, and

"smart" registration of test results. New features, such as a built-in Masking Assistant™ and visual overlays, ensure high-quality diagnostic testing and patient involvement.

When using MADSEN Itera II with a PC, test data are automatically recorded and stored, which makes it easy to review, file, and re-use diagnostic results in different contexts. Not only will this save you time, it dramatically reduces the risk of errors. Test data can be integrated with electronic medical records via the standard XML data format, stored in or outside of NOAH, or included in reports for third-party sharing. And if you need to print the audiogram, the easy-to-read symbols ensure safe and accurate interpretation.



*The Masking Assistant™ alerts whenever masking is recommended at specific frequencies.*



*Layered graphics assist in counseling patients and relatives on the hearing loss.*

# Opening up a world of possibilities

MADSEN Itera II is an integral part of our OTOsuite™ software platform.

OTOsuite is Otometrics' comprehensive interface for audiometry, counseling, and hearing instrument fitting/verification. It provides you with a uniform entrance to the latest generation of Otometrics audiometric solutions. In fact, it's such an important innovation it now forms the backbone for our product development.

OTOsuite makes it possible to couple your MADSEN

Itera II directly with our Visible Speech Mapping system and versatile hearing loss/hearing instrument simulators – excellent tools for visualizing the impact of a patient's hearing loss.

## **Streamlined workflow**

Once you've connected MADSEN Itera II to OTOsuite, audiometric testing, fitting, and verification can be performed quickly and

efficiently within the same software framework.

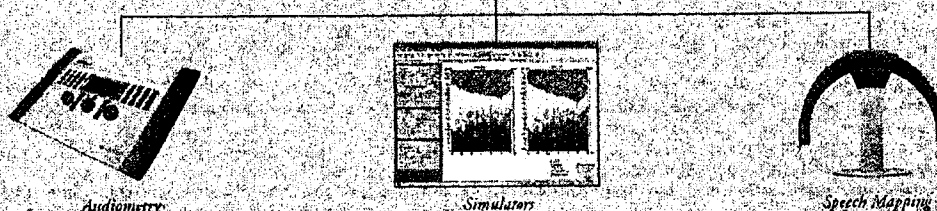
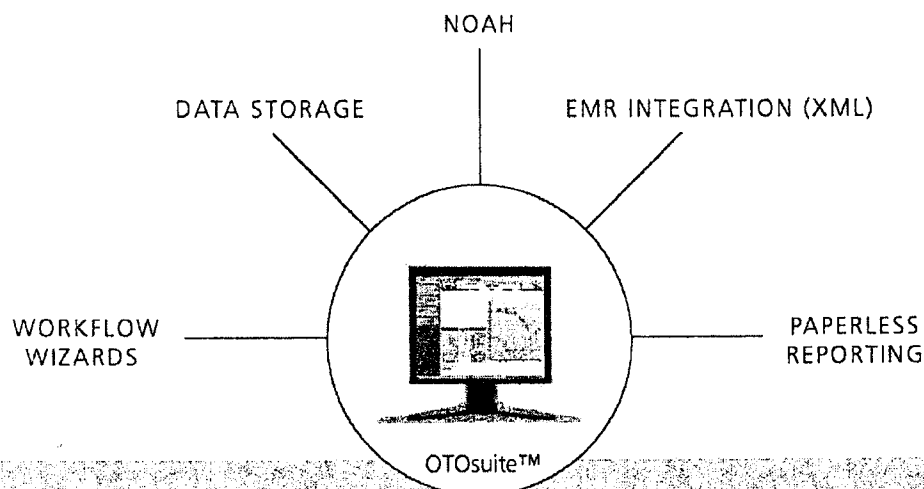
Moreover, a convenient single point of entry from NOAH opens up the suite to give you direct access to all compatible equipment. There is no more opening and closing of modules with each test and just a single final storage of data.

The seamless data flow within OTOsuite streamlines your workflow significantly. Your

patients' audiometric data is available instantly for counseling and hearing instrument verification allowing you to move through the diagnostic and verification processes more efficiently.

## **Counseling**

OTOsuite also provides access to hearing-loss and hearing-instrument simulators during both the diagnostic and the verification processes. The simulators help you counsel patients and their families on the effect of a hearing loss by using sound files and visualization.





## MADSEN Itera II

### Accessories\*

Headset with 12 kHz matched TDH39 phones  
 Bone conductor (vibrator) B71 with headband  
 Audiogram pad  
 Patient response switch  
 User guide  
 Power cable  
 Monitoring headset with boom mic  
 OTOSuite™ Audiometry software  
 HDA-200 headphones for high frequency audiometry  
 Gooseneck stereo microphones for H.I.S./and speech  
 Sound field speakers  
 PA-210 power amplifier  
 E-A-R-TONE® 3A insert phones

\* Which accessories are standard and which are optional varies from country to country - please consult your local Otometrics distributor.



## Take audiology to your patients

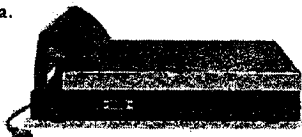
Weighing in at just ten compact pounds or under 5 kg, the Itera II diagnostic audiometer is well-suited for portable use.

pull out the accessories you want to use, plug in and you're ready to start testing.

In its custom carrying case, the Itera II unpacks and is ready to use in less than a minute, with no cords to untangle. Now you can have complete freedom of movement – just open the case,



Today, virtually all computers are networked. So it was only natural to create a full-featured PC audiometer that could also communicate with other devices within and outside the clinic – the new MADSEN Conera.



The Conera builds on proven technology thus ensuring stable and reliable performance. Conera features complete two-channel tone audiometry in HL and SPL together with a wide range of special tests – including SISI, Stenger, ABLB, Weber, Rinne and Hughson-Westlake Auto Threshold screening.

Find out more at [www.otometrics.com](http://www.otometrics.com)

Otometrics is the world's leading manufacturer of hearing and balance instrumentation and software - innovative concepts designed to help healthcare professionals make the best possible decisions. Our solutions range from infant screening applications and audiologic diagnostics, to balance testing and hearing instrument fitting.

Headquartered in Copenhagen, Denmark, and with a center of development in the United States, we maintain a global network of distributors and subsidiaries. Otometrics is part of GN Store Nord.

Distributor:

● Hearing Assessment ● Fitting Systems ● Balance Assessment

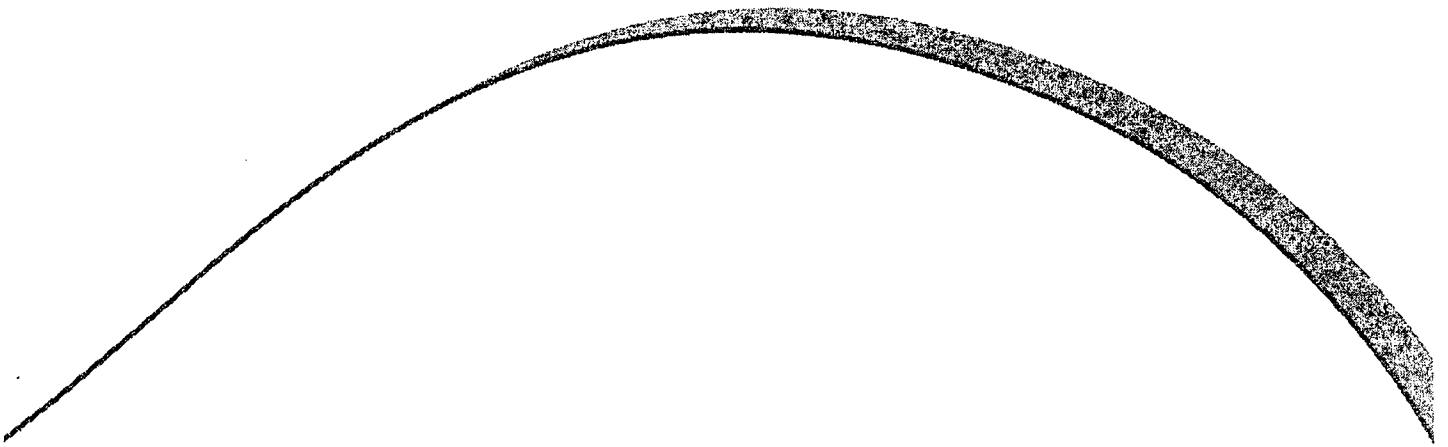
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**MADSEN** Astera


# **MADSEN Astera and The OTOSuite Audiometry Module**

User Manual



**CE**  
0459

Doc no. 7-50-0780/03

  
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*All information, illustrations, and specifications in this manual are based on the latest product information available at the time of publication. GN Otometrics A/S reserves the right to make changes at any time without notice.*

**Technical support**

Please contact your supplier.

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MADSEN, Serial No. 79/062304  
Request for Reconsideration

## **EXHIBIT E**

# MADSEN Astera Audiometer Control Panel

MONITOR

ON/OFF

☐ CH 1  
☐ CH 2  
☐ Tachometer  
☐ Memory  
☐ User Data  
☐ Pulse  
☐ Speed

CHANNEL 1

STIMULUS

TRANSDUCER

☐ Tone  
☐ Speech  
☐ Filtered Noise  
☐ Noise  
☐ Speech A  
☐ Speech B  
☐ Masking  
☐ Routing  
☐ Left  
☐ Right  
☐ Binaural

CHANNEL 2

STIMULUS

TRANSDUCER

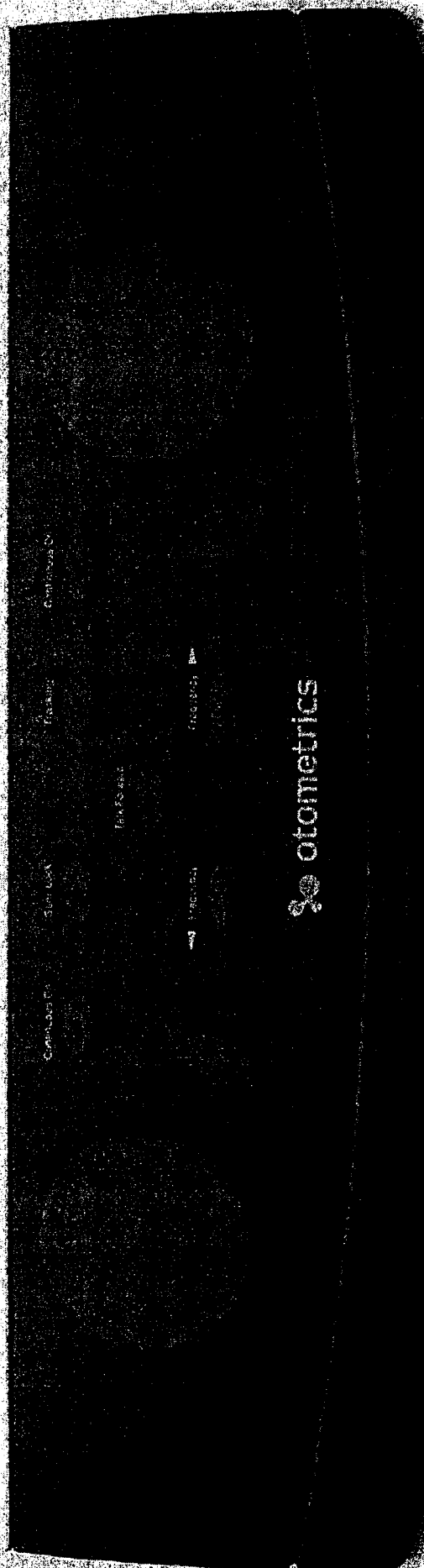
☐ Tone  
☐ Speech  
☐ Filtered Noise  
☐ Noise  
☐ Speech A  
☐ Speech B  
☐ Masking  
☐ Routing  
☐ Left  
☐ Right  
☐ Binaural

TEST

☐ 4400  
☐ TONE  
☐ THR  
☐ MCL  
☐ UCL  
☐ SPEECH  
☐ SOT  
☐ OAT  
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☐ UCL  
☐ WRB/SRB

OPERATOR MIC

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☐ Microphone Mic  
☐ Desktop Mic  
☐ Test Forward  
☐ Right  
☐ Connect  
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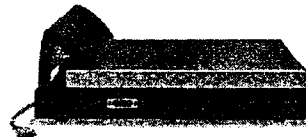
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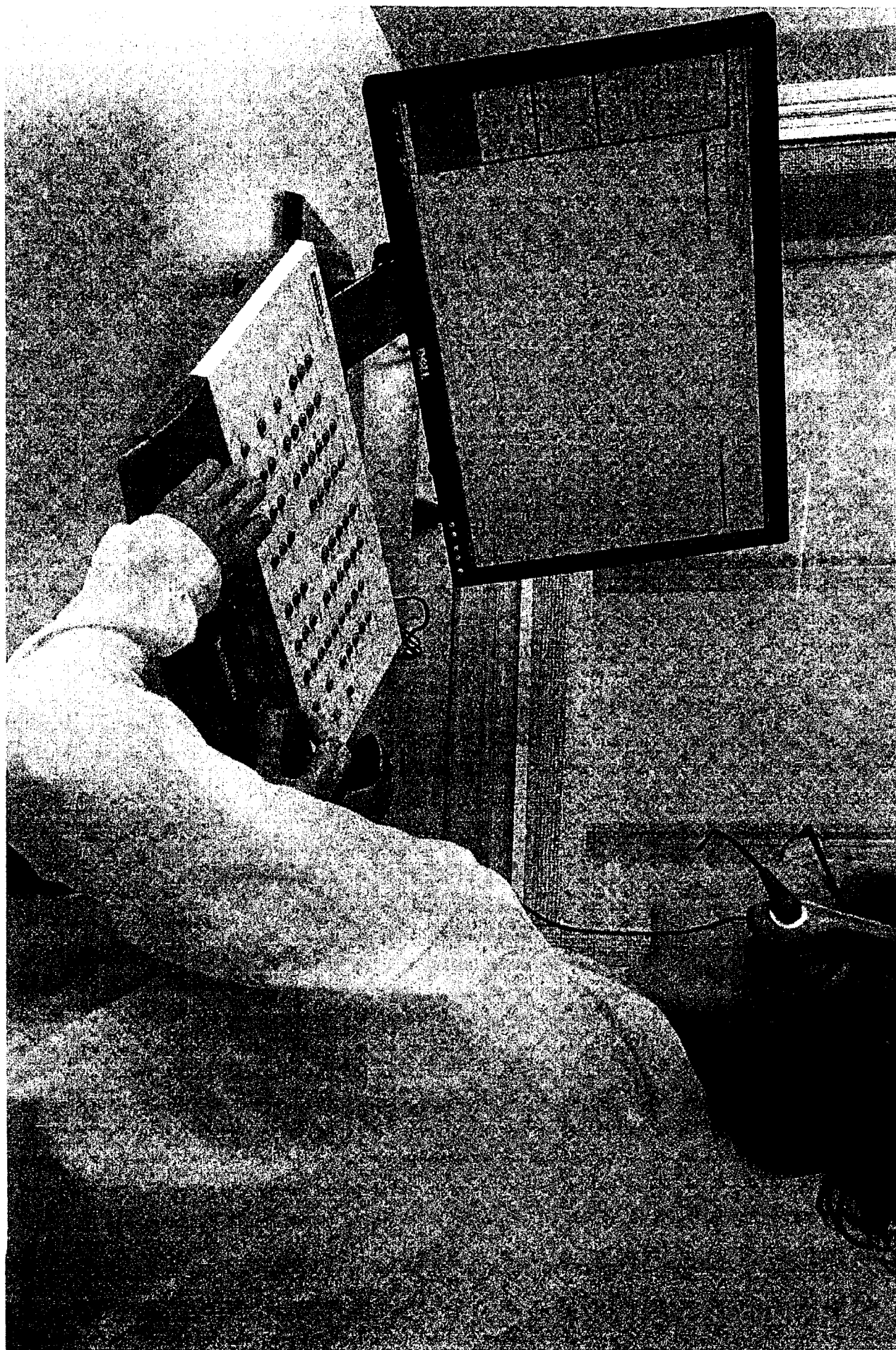
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8-49-1001#00



MADSEN, Serial No. 79/062304  
Request for Reconsideration

## **EXHIBIT F**



## Distributor Locator

### Distributor Locator Selection by Zip Code

Please enter your zip code and click the "Find distributors" button.

If there is a problem finding a Distributor in your area, please contact us at:

GN Otometrics North America  
125 Commerce Drive  
Schaumburg IL 60173 5329  
USA

Tel.: 1 800 289 2150  
Fax: 847 534 2151  
Email: [sales@gnotometrics.com](mailto:sales@gnotometrics.com)

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## Company overview

Otometrics develops, manufactures and markets computer-based audiological, otoneurologic and vestibular instrumentation under the MADSEN, AURICAL, HORTMANN and ICS brand names in over 70 countries worldwide. GN Otometrics' headquarters are located close to Copenhagen.

Otometrics is part of [GN Store Nord](#) and the [ReSound group](#).

## Headquarters

GN Otometrics A/S, Dybendsølsvej 2, P.O. Box 119, 2630 Taastrup, Denmark

Tel: +45 45 75 55 55, Fax: +45 45 75 55 59, E-mail: [info@gnotometrics.dk](mailto:info@gnotometrics.dk)

## Company locations

Australia, Austria, Brazil, China, Denmark, France, Germany, The Netherlands, Italy, New Zealand, Norway, Spain, Sweden, United Kingdom and United States

## Founded

2001 GN Otometrics

1992 Auditdata

1981 ICS Medical

1972 Danplex

1971 Hortmann

1960 Madsen

## Certifications

Otometrics complies with the requirements of ISO 9001 and ISO 13485, FDA, Canadian Medical Device Regulation (CMDR) and Medical Device Directive (MDD).

### Medical CE-mark

The CE-mark indicates that GN Otometrics A/S meets the requirements of Annex II of the Medical Device Directive 93/42/EEC.

Approval is made by LNE/G-MED no. 0459.

## Investor information

Otometrics is part of GN Store Nord, listed on the Copenhagen Stock Exchange (ISIN code DK001027263-2). For more investor related information please go to [GN investor information](#)

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## Courses & training

Otometrics considers education an integral part of the products we offer.

As a leading manufacturer of hearing and balance assessment instrumentation and software, we are committed to helping hearing professionals improve their practice workflow and enhance patient care.

- [US courses & training](#)
- [International courses & training](#)
- Otometrics on AudiologyOnline (free online education)

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recorded  
courses on  
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## Issue Stories

### Computer-Driven Hearing Care: Today and Tomorrow

by David J. Smriga, MA

#### A perspective on how computers will definitively change hearing health care

Computers are a lot more than simply agents of change; they are restructuring the entire fabric of culture. A computer is not merely a different way of obtaining or sending information. When a computer enters into one's business, professional or even personal life, it can reshape fundamental aspects of that life. What used to be adequate information flow suddenly becomes woefully inadequate. The speed of decision-making is forced to accelerate. Greater independence and autonomy is fostered while at the same time creating a greater dependence on technology and systems engineers.

There can be a metamorphosis of daily activity into some other processes that were never anticipated or expected. Settling into a comfortable routine becomes almost impossible, as there is a constant mandate to try new things, upgrade existing systems, and stay ahead of obsolescence. Life changes when computers enter the picture. Yet, as life changing as computers are, their place in today's world is undeniable.

This scenario is no less true in the field of hearing health care. As comfortable as one might be in spinning dials and pressing bars to obtain results, or in drawing circles and x's on a grid, these elements are tools of the past, and their continued use will eventually render their user uninformed to a new audiology that is being driven and defined by the computer.

#### COMPUTERS IN THE SOUND BOOTH

In a typical, busy diagnostic and fitting practice, the routines of case history, pure tone air, bone, speech and tympanometry become clockwork. Speed and precision are essential elements of that clockwork. The comfort associated with sliding into the chair in front of the audiometer and automatically setting stimulus, transducer, intensity and frequency settings, and the rote spinning of dials, pressing bars and drawing symbols, is not easy to give up. The risk is that the clockwork becomes interrupted. At least for awhile. And sometimes, the price of that risk appears too high.

Unfortunately, there is also a risk that maintaining the traditional routine and procedure model will render one's practice competitively and qualitatively moribund. Today, it is possible for case history information and outcome-based survey data to be entered directly into the practice's computer system by the patient, or by other practice staff. Practitioners can then move their patient interview right to the important issues by reviewing this patient-provided data (entered into a networked computer by the patient in the waiting room). Chart information and referral data can be electronically transferred from the referral source directly into the practice's electronic chart for reference and review. Key entries can be highlighted and annotated during the interview process. Report templates can automatically be completed in the background while data is being entered into the system, so that reports are ready for transmission or print-out as the session is being completed.

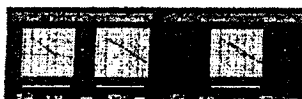
Believe it or not, keyboards can make good audiometers (Fig. 1). The automatic routine of pressing cursor keys to change frequency and intensity, and space bars to present stimuli can become every bit as comfortable as dial spinning, once practiced. For those that simply struggle with this transition to a keyboard, some devices (e.g., Madsen Aurical I) have accessory panels which contain the traditional dials and bars that can be plugged into the computer, giving the operator more traditional controls while benefiting from computerized functionality.



Fig. 1. With the introduction of the computer in audiology, audiometer dials and buttons can be replaced with a computer keyboard. The graphic display on the monitor can be used as a counseling tool.

Once the computer's power has been accessed for audiometric use, then some immediate advantages become apparent. For example, it is no longer necessary to pick up a pen and draw circles and x's. By simply pressing the "O" or "X" key on the keyboard, symbols are automatically entered into the electronic audiogram displayed on the computer screen. This display can be configured as separate right and left ear audiograms, their display order can be switched, or the right and left ear audiograms can be superimposed, all at the will of the operator, and all with simple mouse-click commands (Fig. 2).


The electronic display can be stored, creating a permanent paperless record of the test results, which can be accessed at any time by the operator, and automatically inserted into the report template. This electronic record can also be transmitted to other professionals, or printed out in a form and structure that looks far more professional than handwritten grids.



Since the test stimuli are now digital signals generated by software through the computer, these stimuli can be more precisely configured and more accurately controlled. Calibration can be accomplished with greater precision, and drift can be greatly reduced. New transducer options, such as combination insert-phone/probe-tube

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Fig. 3. Audiometric data is automatically entered on the computer, and the audiogram is displayed. Once collected, this data can be displayed (or printed) in a variety of formats, including separate right and left ear audiograms (left) or a single binaural audiogram (right).

assemblies which can be used to obtain patient-specific SPL audiogram or loudness growth data, can be made available, because software-driven audiometers can readily be configured to combine both audiometer and real ear measurement functionality into one, new diagnostic system.

In addition, electronic displays of test results enhance the effectiveness and fluidity of instructional sessions. Speech energy representations can be electronically added to the audiogram grid, and sound demonstrations of the hearing loss associated with the displayed audiogram can be played through the computer to provide all participants in the instructional session with clear, meaningful information about the test results.<sup>3</sup>

#### USING COMPUTERS TO CREATE NEW SCIENCE AND TECHNOLOGY

For many, their first experience with the computer as part of the patient care process came with the introduction of programmable hearing instruments. As performance adjustment tools multiplied and moved from the trim-pot to the computer screen, dispensers were forced to bring a computer into their fitting room. Now, with digital hearing instrument technology, sound processing is being manipulated in ways we only dreamed of as little as 15 years ago.

Today, facilitated by the use of computer-based diagnostic and fitting systems, it is possible to create a patient-specified fitting target in a variety of ways without the use of an audiogram.<sup>3,4</sup> Increasingly, dispensing professionals will find that it is even possible to have the patient "interact" with the programmable features of the hearing instrument, and literally program these features themselves through computerized evaluation procedures.



One example is the SPL audiometry approach described earlier and incorporated into the Madsen Aurical computerized audiometer and fitting system. With this system, it is possible to measure the SPL produced in the patient's ear canal when stimuli is presented via an insert phone (Fig. 3). This patient-specific SPL data can be used as a more realistic reference point for calculating fitting targets with conventional rules.

Another option is that the procedure can be coupled to a loudness growth test, generating ear-specific SPL quantification of not only threshold, but also MCL, UCL and other loudness judgement levels. These SPL loudness contours can then be automatically transferred to the real ear measurement fitting screen of the Aurical, creating a series of patient-specific SPL targets that can be associated with different levels of input stimuli. With this approach, it is possible to set gain and multi-band compression settings precisely to deliver exactly the amplification performance necessary to restore normalized loudness perception. In fact, this entire procedure can be automated so that the computerized settings of the programmable aid are automatically configured to accommodate multiple loudness targets.



Fig. 4. Through the use of the insert-phone/probe-mic headset, it is possible to obtain readings of the ear canal SPL during a loudness growth test. The patient's loudness judgements of not audible, very soft, soft, comfortable, loud, very loud and too loud are recorded at three frequencies in the above example for the right ear, where there is a hearing loss and for the left ear, where there is normal hearing.

Another fitting approach that is incorporated into the programming software of the Danalogic digital hearing instrument is a procedure called Scaladapt (Fig. 4). When this procedure is selected by the fitter, the patient will hear a series of narrow-band noise bursts that are generated by the digital instrument while they are wearing it in their ear. Based on the patient's loudness judgements of these signals, the computer can calculate the gain and compression characteristics necessary in each amplification band to accommodate both the patient's hearing loss and his/her recruitment pattern. No audiogram information is required for this fitting procedure to be implemented.

Computerized procedures for evaluating and quantifying dynamic and interactive hearing instrument features, such as dual microphone directionality, digital noise reduction technology and digital feedback management designs, are starting to appear and will continue to be refined in the future. For example, the "Auditory-Life" computer system described by Haubold & Schweitzer<sup>4</sup> incorporates psychoacoustic research into an interactive process to optimize the settings of hearing devices. Patient judgements of loudness, sound quality, comfort, directivity and performance in noise, using digitally recorded samples of a multitude of normal listening conditions as the backdrop, are obtained and compared to the judgements made by normal-hearing

people in the same listening conditions. Gaps between patient judgements and normal hearing judgements are identified and adjustments are made or recommended in the hearing device settings so that a more normal result is facilitated (for an illustration of the system set-up, see the Oct. 2000 HR, pg. 69).

Quadraphonic speaker arrays are currently available to provide three-dimensional environmental simulations that can provide the patient with a subjective means of experiencing certain hearing aid design benefits in a variety of simulated listening conditions.<sup>3</sup> In the future, computer-driven aided tests will be made available that will allow fitters to quantify directional advantage and noise reduction advantage in 180° or 360° environmental simulations using these types of virtual recordings to simulate just about any input condition the patient is interested in improving. These tests can then be used not only to validate the advantage of these hearing aid performance features for both the dispenser and the patient, but also to compare relative merits of different settings or different technologies in an effort to deliver the best fitting to the patient. Similar tests utilizing more efficient and less invasive probe assemblies will be made available to evaluate feedback management functions and quantify (in frequency response format) the amplification performance changes that occur when interactive features, such as directionality or noise reduction, are activated.

#### PROFESSIONAL EVOLUTION

Last May, over 100 dispensing audiologists received their AuD degree by graduating from the Univ. of Florida Distance Learning Program. This program, as well as the others that offer distance learning, rely heavily on computer-based instruction, chat rooms and email correspondence. Computer-based learning environments will gain further popularity and use in the future for all hearing health care professionals. But it won't end there. Computerized learning and instructional models will evolve to offer continuing education and professional upgrade opportunities, and may well become the CEU mechanism of choice.

Soon, practitioners will be placing all of their hearing instrument and accessory orders electronically through secured areas on manufacturers' websites. Impression information will probably evolve into some digitized form, facilitating electronic

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transmission. E-commerce in a variety of forms will permeate the hearing health care process, from manufacturer to dispenser, and from dispenser to patient. With these changes, new and innovative ways of selling, providing service, programming, updating and delivering hearing devices and hearing health care services will continue to evolve, challenging both the philosophies and ethical stances of the constituency. Through these debates, it is likely that hearing care professions will take on a new look and position in the marketplace.

### THINKING "OUTSIDE OF THE BOX"

In addition to computers managing and disseminating information more efficiently, computers are also changing the way we administer hearing care and the way we conduct business. Not only will existing diagnostic and fitting tests be replaced by newer, more robust and informative procedures, but more interesting and effective hearing loss solutions will be facilitated by the presence of the computer as well. Information about these advancements will reach more destinations more rapidly. And these advancements will, in turn, be challenged and replaced at a faster pace.

Change is one aspect of computerization. Innovation and the undermining of fundamental beliefs and procedures at mind-blowing speed is another still. Our individual capacity to incorporate the computer into hearing science, our businesses, our culture, our belief systems and our lives will dictate our individual ability to succeed and grow as hearing science professionals.

If the computer resides in the test booth or the fitting room simply so that the practitioner can run NOAH, then that practitioner has not yet realized the full audiological benefits that are possible both now and in the future. Like it or not, the direction of this science and this profession is inexorably tied to the computer. Both the horizon anticipated and the landscape viewed will bear its footsteps. Breaking with traditional models and the security represented by the "old routine" is never easy. Yet, our profession is defined these days by such dramatic evolutions. Computerization is a necessity with an impact that may still be at the "frontier stage," but what awaits us promises to be both fascinating and rewarding for those who take the ride. w

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3. Meskan M & Robinson J: A Patient-Focused Approach to Fitting Hearing Instruments. Hearing Review 2000; 7 (12) 62-66, 73.
4. Haubold J & Schwietzer C: Fitting for an "Auditory Life", Part 2. Hearing Review 2000; 7 (10): 68-71, 88.

*This article was submitted to HR by David J. Smriga, MA, vice president of industry and public relations at GN ReSound, Minnetonka, MN. Correspondence can be addressed to HR or David J. Smriga, GN ReSound, 5600 Rowland Rd., #250, Minnetonka, MN 55343; email: [dsmriga@gnresound.com](mailto:dsmriga@gnresound.com).*

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## Issue Stories

### Hearing Review Audiometer Buyer's Guide

A look at the latest available audiometers.

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Hearing Review - April 2002



#### Maico Diagnostics

Maico Diagnostics, Eden Prairie, Minn, introduces the new Maico MA 42 with a soft side carrying case. This enhancement reduces the weight of the unit to just under 10 lbs. Features include two-channel air and bone conduction, speech testing, and sound field, making the MA 42 suitable for satellite officers or bedside testing. Attendees of AAA are invited to stop by the Maico exhibit to see the Ero-Scan. This hand-held OAE system can perform routine and comprehensive audiologic evaluations. For added flexibility, the DPOAE, TEOAE, and combo system are offered. Both units have advanced adjustable and programmable features. For full-page customized reporting capabilities, inquire about the optional database software. (952) 941-4200.



#### GN Otometrics

GN Otometrics recently began shipments of its new Madsen Itera two-channel Diagnostic Audiometer to the hearing care industry. The ergonomic design of this audiometer has been developed to set a new standard in aesthetic design and is reportedly driving the demand for this new instrument. Itera is built on a very thin platform with all the controls laid out ergonomically for comfort and speed. Even the angle of the instrument was researched to prevent operator fatigue and to provide optimum operation and viewing capability for the tester. Itera is also upgradeable to allow high frequency testing to 16kHz, and is NOAH™ 2.0 and 3.0 compatible. Itera includes special tests (Stenger, ABLB and SISI), master hearing aid function, and can accommodate CD/Tape external outputs, making it a versatile instrument for any hearing care practice. Itera has a small footprint and is also lightweight for ease of portability. Economically priced, Itera is designed to combine value with advanced performance. (952) 769-8109.



#### Frye Electronics

Frye Electronics offers the FONIX FA-10 and the FA-12 Hearing Evaluators. These digital two-channel audiometers provide everything that most dispensers and clinicians need, including a master hearing aid. The product is designed for reliability and problem-free operation. Features include narrow band, speech noise, the Stenger test, built-in microphones, and the ability to calibrate separate frequencies in the sound field. SISI, ABLB, and MLB tests are standard features. Several optional accessories, such as portable sound field speakers, are available. The units may be purchased with headphones, insert earphones, or both. Dual calibration is available. (503) 620-2722.



#### Benson Medical

Historically, audiometers and the computer that stores their data have been separate pieces of equipment. This always means a higher price tag and greater complexity. The CCA-220 Plus Industrial Audiometer is designed specifically to deliver everything needed seamlessly integrated into one complete, affordable system. This includes the ability to perform testing, store all data, and produce reports from one device. The CCA-220 also delivers test and error instructions in 10 languages (there is room for an additional 54 languages), produces full-page reports and letters, and backs up data to floppy disk. (612) 827-2222.

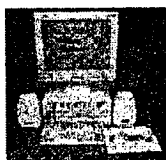


#### Interacoustics AC40

The AC40 clinical audiometer comes standard with RS232, printer output, test data storage/output, high frequency, assistant communication, calibration, and hardware outputs for all transducers. Optional software packages allow for data storage or transfer to NOAH™. It is reportedly the most economical audiometer in its class. The smaller, lightweight AD229e is designed to offer most of the test protocols needed for the majority of clinical and dispensing practices. It comes standard with RS232 interface, printer output, test data storage/output, MHA, independent calibration memory for transducers, and NOAH compatibility. The optional carrying case lets you take your clinic on the road. (800) 947-6334.

**SIEMENS Siemens Hearing Solutions**

The Siemens UNITY™ audiometer is a two-channel, PC-based, NOAH™ compatible, diagnostic audiometer that is software-based to fit your testing needs. It features two air-conduction transducer calibrations, and tone and speech audiometry. It includes special tests such as Automated Tone Decay, and Ipsilateral Speech-in-Noise. The flexible print feature enables customization of audiogram printouts, and hearing test results can be saved in NOAH™ or the UNITY database. (732) 562-6600.

**MedRx**

The MedRx OtoWizard includes a computerized easy-to-use clinical puretone audiometer with air conduction, bone conduction, masking and speech testing. It supports both mouse and keyboard operation. Discreet frequency HLs, MCLs, and UCLs are automatically plotted to a single audiogram. The word list feature in SRT and discrimination speech testing is a valuable clinical and counseling tool. Stenger and ABLB functions are also available. This audiometer also includes AC, BC, and FF; HL, MCL, and UCL; tone and warble; NBN masking; 125-8000 Hz test frequencies; talkover with VU adjustment; talkback; single large audiogram display; speech canoe; speech sounds overlay; and automatic plotting and storing of data to NOAH™. (727) 392-9000.

**Qualitone**

The Qualitone Acoustic Appraiser, model CD3, is a portable, lightweight, two-channel, Type I audiometer featuring a built-in CD player with random-access test selection. It comes with the Q/MASS speech materials CD that was developed in a joint project by Qualitone and the Massachusetts Eye and Ear Infirmary. The CD3 offers sound-field capabilities using two SK-3 speakers and an integrated master hearing aid system. The CD3 also features electronic frequency switching from 125 Hz to 8000 Hz with a digital readout, in addition to all of the functionality necessary for pure-tone and speech testing. The sleek look of the CD3 and its wide range of capabilities are designed to make this a top-of-the-line audiometer for today's hearing care professional. (952) 927-7161.

**Micro Audiometrics**

Micro Audiometrics, Murphy, NC, manufactures the DSP Pure Tone Audiometer. Designed to be the most portable hearing testing instrument on the market today, the DSP can perform both a manual threshold exam and an automatic screening test. Weighing only 10 ounces and operating on standard AAA batteries, the DSP will test frequencies from 250-8000 Hz, and levels from -10 to 80 dB. Standard accessories for the DSP include a carrying case, batteries, and hearing results pad. The Earscan Acoustic Impedance Pure Tone Audiometer is a portable and cost effective instrument designed to be easy to use. With the ability to perform an impedance test in 1 second, it is particularly useful for very young and uncooperative patients. Having both impedance and Pure Tone Impedance Audiometry in a single unit means only one piece of equipment is needed to perform most screenings. (800) 729-9509.

**Sennheiser**

The Sennheiser HDA 200 Audiometric Headphone is a closed, dynamic headphone system designed for extended high-frequency testing. This unit offers excellent passive sound attenuation, and is based on the industrial Peltor™ Ear Defender. Features include a single sided cable, padded headband with adjustable/removable cushion, soft, replaceable circumaural ear pads, and color coded ear cups for easy identification: red for right, blue for left. The sound reproduction and PTB calibrated response (equivalent to the National Bureau of Standards) reportedly ensure reliable results. (860) 434-9190.

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#### Disposable Eartips

GN Otometrics, Schaumburg, Ill, introduces a new generation of eartips with FDA-approved silicone and colors. Designed for use in immittance and OAE testing, the eartips are available for use with the new **MADSEN OTOflex 100**, and a number of existing products including **MADSEN Capella**, **MADSEN Zodiac 90**, and **DANPLEX Tymp 87**. The eartips are designed to facilitate a hermetic fit on any size of ear canal, from newborn to elderly. The smallest sizes—3mm, 4mm, and 5mm—feature a ribbed, conical shape; sizes 6mm-18mm are mushroom-shaped and color-coded. A range of five colorless eartips are available for screening. (800) 362-3736; [www.gnotometrics.com](http://www.gnotometrics.com).



#### Specialty Application Earmuffs

Bilsom®, Smithfield, RI, offers specialty earmuffs, which can be mounted on hard hats, fold away for convenient storage, or be used with a neckband for use with face shields. New models include Thunder®, Leightning®, and Clarity™. The Thunder series is designed to provide optimum protection, comfort, and economy in applications where dielectric construction is preferred. The Leightning noise-blocking earmuffs feature a patented Air Flow Control™ technology, which provides more consistent attenuation in low frequencies. The Clarity series is designed to provide advanced sound management. (800) 430-5490;

[www.bilsom.com](http://www.bilsom.com)



#### Digital Hearing Instruments

Audina, Longwood, Fla, offers the Foundation line of entry-level-priced, computer programmable digital hearing aids. Features include single-channel compression, soft squelch (expansion), an adjustable compression ratio, an active high cut, an active low cut, and AGCo compression limiting. WDRC, AGCo, and Linear fitting strategies are offered, as well as five environmental settings to choose from. Other options include the choice of up to three memories, directionality, and a programmable t-coil. (800) 223-7700; [www.audina.net](http://www.audina.net).



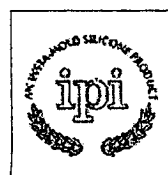
#### Automated Diagnostic Hearing Testing

Tympany Inc, Stafford, Tex, offers the Otoqram, an automated diagnostic hearing testing technology that can be used by ENT practices, primary care physicians, audiologists, and hearing aid dispensers. The test includes a comprehensive audiogram (pure-tone air and bone conduction, speech reception threshold and speech discrimination, all with masking), tympanometry, and acoustic reflex, and DPOAE. No sound booth is reportedly required. Testing administrator can prepare patients for testing in 5 minutes. Patient's results are printed in a standardized easy-to-read report and can be integrated with NOAH v.3. The Otoqram is said to improve practice workflow and allows more time for treatment and dispensing. Tests are available in more than nine languages. (866) 316-3606; [www.tympany.net](http://www.tympany.net).



#### Cochlear Battery


Rayovac, Madison, Wis, offers Cochlear Plus, a new battery designed specifically to meet the high-power needs of patients with cochlear implants. Cochlear Plus is available in a 60-pack carton (dial-packaging) in size 675. It is available through hearing care professionals and through a limited number of specialty retailers online. (800) 331-4522; [www.rayovac.com](http://www.rayovac.com).



#### Impression Material

Insta-Mold Products Inc, Oaks, Pa, offers Dur-A-Sil Equal vinyl silicone impression material. Durable and nonsticky, Dur-A-Sil Equal features: easy flowing with almost pressureless syringing; good release properties, optimum elongation and dimensional stability; soft rubber; and a full 2.5 to 3 minutes working time, curing in 5 to 7 minutes. Dur-A-Sil Equal Mini-Paks are also available in individualized packaging. (800) 523-4081.

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## Product Showcase

[Hearing Review - January 2005](#)



### Hearing Aid Workstation

Lightning Enterprises, Limington, Me, introduces the Audio Repair Workstation, a complete laboratory designed for efficient hearing aid repair and modification. The laboratory is constructed of powder-coated steel, and includes an extra wide laminated top for ample work area. It also includes a 26A Redwing Lathe, 2 dust collectors with splash hoods, professional hearing aid vacuum/cleaner, UV cure system, a control module, and a Mod Tool Kit with burrs, buffs, and more. The laboratory is 35 inches in width by 27 inches in depth by 56 inches in height. (877) 546-1797; [www.lightningenterprises.com](http://www.lightningenterprises.com).



### Earplugs

Sonomax Hearing Healthcare Inc, Montreal, Quebec, Canada, offers the Sonomax Solution™, high-tech earplugs, which are injection-molded from hypoallergenic silicone by Bayer MaterialScience LLC, Pittsburgh. The cord connecting the plugs is made from Texin® 285 resin and the cord safety-release anchors. The full-blocking filter inserts are made from Texin 245. The Sonomax Solution earplugs meet the National Institute for Occupational Safety's hearing protection criteria. (877) 766-6629; [www.sonomax.com](http://www.sonomax.com).



### Portable Personal Listener Plus

Clarity, Chattanooga, Tenn, a division of Plantronics Inc, Santa Cruz, Calif, introduces the Clarity Professional™ Personal Listener Plus 100 (PL100), a lightweight, portable personal listening amplifier for people with varying degrees of hearing loss. Containing a small omni-directional microphone and a comfortable earhook, the PL100 is sleek and amplifies incoming sounds up to 40 dB. By aiming the microphone in the direction from which a sound is emanating, the PL100 improves sound quality and clarity. The PL100 is best used in one-on-one situations. (800) 552-3368; [www.clarityproducts.com](http://www.clarityproducts.com).



### Aurical USB Port

Ensuring that GN Otometrics' products are updated according to market requirements, GN Otometrics, Bloomington, Minn, announces that, beginning in February 2005, all Madsen Auricals will have a USB port for personal-computer connection instead of a serial port. The USB port will facilitate connection to computers that do not have a physical serial port. This solution provides the same connectivity possibilities as a traditional Aurical with a serial port and a USB-to-serial converter. (800) 362-3736; [www.gnotometrics.com](http://www.gnotometrics.com).



### Wireless Video Oscope


Pehratek Products, Chaska, Minn, introduces the Scope-Link wireless video otoscope and 7-inch, color LCD monitor with built-in wireless receiver system. This portable, lightweight system weighs less than 8 pounds and can be easily taken to health fairs, open houses, or remote sites to troubleshoot hearing aids, patient education, or marketing purposes. In addition to the Welch-Allyn video otoscope, wireless video transmitter, and monitor, Scope-Link comes with rechargers and a carry case. The system transmits clear images up to 100 feet through walls or sound booths and can be interfaced to a computer or printer for image storage. (866) 470-3532; [www.pehratek.com](http://www.pehratek.com).



### Wireless AEP and OAE System

Integrity™, by Vivosonic, Toronto, is reportedly the industry's first wireless AEP (ABR/ASSR)/OAE system. It combines Amplitode™, an in-situ pre-amplifier, and VivoLink™, Vivosonic's wireless interface, into one diagnostic instrument. Integrity allows audiologists to perform effective ABR and ASSR testing even in environments where electromagnetic noise is present. The wireless interface eliminates cumbersome wires and cables, and allows for increased mobility during the test session, which is particularly advantageous when testing infants. (877) 255-7685; [www.vivosonic.com](http://www.vivosonic.com).

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MADSEN, Serial No. 79/062304  
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## **EXHIBIT H**



## Articles

### Balance Assessment

*Vestibular Evoked Myogenic Potentials - their use in routine clinical practice*  
 - By Fiona Barker, King Edward VII Hospital, Windsor, UK

*Otometrics' new Evoked Potential System - ICS Chartr EP 200*  
 - interview with Wendy Crumley on Audiology Online, June 2009

### Hearing Assessment

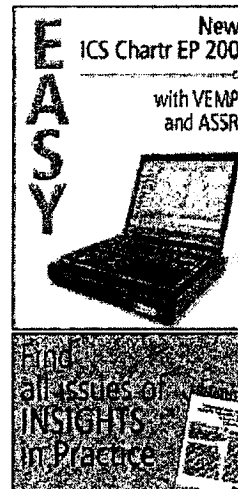
*Modern Audiometry. The MADSEN Astera and So Much More*  
 - Interview with Michel Jurgens on Audiology Online, May 2009

*An integrated data-management system saves time, leaving more for patient care*  
 - published in The Hearing Journal, March 2008

*Using the 1000-Hz probe tone for immittance measurements in infants*  
 - published in The Hearing Journal, October 2004

*Otometrics' handheld solution commands respect*  
 - published in GN Magazine, May 2004

*Guiding principle the key to developing the MADSEN OTOflex 100*  
 - published in GN Magazine, May 2004



### Hearing Instrument Fitting

*Hearing screening for all newborns in Norway (NOR/UK)*  
 - Published in Audio Infos Norway, September 2008

*Multimedial - auch eine Frage des Gefühls*  
 - Published in Audio Info, Germany, August 2008

*Product Review: AURICAL Visible Speech*  
 - Published in BAA Magazine, July 2008

- German translation: *Produktrezension: AURICAL Visible Speech*

*Dem Hörsinn auf den Grund gehen*  
 - Published in Forum Kompakt, Germany, October 2007

- English translation: *Getting to the roots of hearing*

- French translation: *A l'origine de l'audition*

*Increasing Patient Satisfaction with Speech Mapping*  
 - Published in The Hearing Review, February 2007

*Science-based Fittings: Cross-checking the Hearing Loss and Verifying the Fitting*  
 - Published in The Hearing Review, January 2007

*Speech Mapping is a Valuable Tool for Fitting and Counseling Patients*  
 - Published in The Hearing Journal, August 2006

*Taking the Guesswork out of Hearing Instrument fittings*  
 - Published in The Hearing Review, June 2006

### Other

*How to make your clinic intelligent and integrated*  
 Interview with Søren Holst on Audiology Online, July 2007

*Heading for a Turnaround*  
 - Published in the GN Magazine, August 2005

*Four out of Five Choose GN Otometrics*  
 - Published in GN Magazine, May 2005

*Bluetooth Technology: Toward More Wireless Hearing Care Solutions*  
 - published in The Hearing Review, Januar 2005

*New man at the helm of GN Otometrics*  
 - published in GN Magazine, November 2004

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MADSEN, Serial No. 79/062304  
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## **EXHIBIT I**



# **GN Store Nord Annual Report 2008**

GN Netcom



GN ReSound





the growing population of hearing impaired persons with an active lifestyle, thus addressing a significant new market segment. The revolutionary "be by ReSound™" design has also been recognized by independent design experts, and in the fall, GN ReSound was awarded the prestigious "Danish Design Prize 2008/2009". The design also garnered "The Good Design Award 2008", viewed as one of the world's most prestigious global awards for new product design.

In addition to the launches of innovative hearing instruments like "dot by ReSound™" and "be by ReSound™", the conventional product portfolio was also updated. The ReSound Ziga™ and the ReSound X-plore™, two new product families in the basic and plus segments, were launched in spring and summer. Both ReSound Ziga™ and ReSound X-plore™ are available in the new Silhouette BTE housing, a new, slim and functional design rooted in Scandinavian design tradition and focusing on clean lines as well as exclusive color and material combinations. The new BTE housing was also used to upgrade existing products

such as the high-end product ReSound Azure. A number of new budget products have also been launched. These launches all assist in prolonging the lifetime and expanding the market opportunities for a range of existing products.

The 2008 Beltone brand portfolio also has a lot to offer. The Beltone Reach, which was launched in the summer, is one of the most advanced and user-friendly hearing instruments on the market today. Beltone has also introduced the Tinnitus Breaker, the world's most advanced support for successful tinnitus treatment with an acoustic component. The Tinnitus Breaker is available as part of Beltone Reach and the tinnitus treatment capabilities are integrated with all the features of the hearing instrument.

December witnessed the launch of Beltone Touch. This hearing instrument builds on the same platform and design as "be by ReSound™".

In the Interton brand, GN ReSound presented the digital, wireless hearing instrument Relay, which provides a hearing solution for people with single-sided deafness. Relay picks up the sound arriving at one side of the head and wirelessly feeds it to the opposite ear. This allows the user to receive sounds from both sides of the head in the "good" ear resulting in improved speech recognition, directionality and a better overall hearing experience. At EUHA 2008, Interton also presented the lifestyle product Slim, a mid-priced BTE hearing instrument.

Following these launches, GN ReSound currently has one of the youngest and most complete product portfolios in the industry. This enables GN ReSound to effectively address the dynamic changes in the market and continue to make a positive difference in the lives of people affected by hearing loss.

Products launched in the last 24 months generated 64% of the total hearing instrument sales. The ReSound brand contributed 67% of

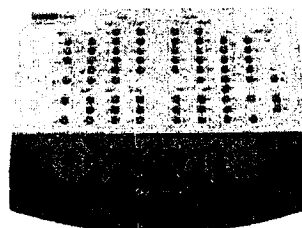


## GN OTOMETRICS

### GN Otometrics - the World Leader in Hearing and Balance Diagnostics Systems

GN ReSound's subsidiary GN Otometrics is the global leader in audiological measurement equipment, delivering the world's most trusted, integrated instrument solutions for audiology. Solutions that set new standards in clinical technology and business management for today's clinical settings. GN Otometrics develops manufactures and markets computer-based audiological and vestibular measurement instrumentation under the MADSEN, AURICAL, and ICS brand names in over 70 countries worldwide.

The MADSEN brand has changed the industry for screening and diagnosing hearing loss. Via the AURICAL brand GN Otometrics provides state-of-the-art solutions for handling the entire hearing instrument fitting process, including counseling, fitting and verification. The ICS brand is a leader in the fields of PC-based otoneurologic and vestibular test systems for diagnosing and rehabilitating the balance impaired.



*MADSEN Astera from GN Otometrics was launched in December 2008.*



Read more on [www.otometrics.com](http://www.otometrics.com)

**DECLARATION OF DIANE M. LAMBILLOTTE**

I, Diane M. Lambillotte, hereby declare as follows:

1. I am Counsel at Arnold & Porter LLP, attorneys for Applicant GN Otometrics A/S ("Applicant"). I make this declaration based upon my own personal knowledge. If called as a witness, I could and would testify competently hereto.

2. Attached hereto as Exhibit A are true and correct copies of USPTO registration No. 3,612,751 for MADSEN ASTERA and No. 2,813,692 for MADSEN METHOD.

3. Attached hereto as Exhibit B are true and correct copies of (i) a press release dated April 2, 2004 announcing the introduction of Applicant's MADSEN OTOflex 100 product at a conference located in Salt Lake City, Utah; and (ii) excerpts of web pages from the website located at *www.hearingreview.com*, listing companies participating in various trade shows located in the United States and the products those companies will demonstrate at such trade shows. Included among the listings for a trade show located in San Diego, California on April 19-22, 2001 is Madsen/ICS Medical, a predecessor of Applicant, which featured its MADSEN 2-channel clinical audiometer, among other products, at the San Diego trade show. Other trade shows featuring MADSEN products and identified in the attached web pages include a show in Philadelphia, Pennsylvania on April 18-20, 2002, and one located in Reno, Nevada on September 11-15, 2002. Copies of all web pages referenced in this Declaration were printed on the date indicated in the lower right-hand corners of the printouts.

4. Attached hereto as Exhibit C are true and correct copies of the home pages of Applicant's websites at *www.otometrics.com* and *www.myaudiometer.com*, which refer to Applicant's MADSEN Astera audiometer product.

5. Attached hereto as Exhibit D are true and correct copies of a promotional document for MADSEN Itera II, and excerpts from the User Manual for the MADSEN Astera audiometer and The OTOSuite Audiometry Module software (Copyright 2009).

6. Attached hereto as Exhibit E are printouts of digital photographs of (i) the control panel of Applicant's MADSEN Astera audiometer; (ii) Applicant's packaging (i.e., container jacket) for the software used in conjunction with Applicant's MADSEN Conera audiometer; and (iii) a person using Applicant's MADSEN audiometer and software products.

7. Attached hereto as Exhibit F are true and correct copies of web pages available on Applicant's website located at *www.otometrics.com*, which (i) identify Applicant's U.S. office in Schaumburg, Illinois and provide a means for finding a U.S. distributor; (ii) identify countries in which Applicant maintains a physical presence including the U.S.; and (iii) inform customers and potential customers about courses and training opportunities in the U.S. related to Applicant's products.

8. Attached hereto as Exhibit G are true and correct copies of articles and product reviews concerning Applicant's audiometer goods and computer software for audiometers, dating from December 2000. These articles and reviews appear on the website of *The Hearing Review*, a Los Angeles, California-based publication, located at *www.hearingreview.com*.

9. Attached hereto as Exhibit H is a true and correct copy of a webpage available on Applicant's website located at *www.otometrics.com* listing articles from various industry publications that identify MADSEN-branded audiometers and software products.

10. Attached hereto as Exhibit I is a true and correct copy of an excerpt from Applicant's parent company 2008 annual report stating that Applicant markets audiological products under the MADSEN brand name (among other) in over 70 countries worldwide.

I declare under penalty of perjury that all statements made herein of my own knowledge are true, that all statements made on information and belief are believed to be true, and that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under § 1001 of Title 18 of the United States Code, and that such willful false statements may jeopardize the validity of this application or any registration resulting therefrom.

Executed this 11th day of January 2010 at Los Angeles, California.

A handwritten signature in cursive script, reading "Diane M. Lambillotte". The signature is written in black ink and is positioned above a horizontal line.

Diane M. Lambillotte

**Request for Reconsideration after Final Action  
Textform with Handwritten Signature**

**To the Commissioner for Trademarks:**

Application serial no. 79062304 (MADSEN), see mark has been amended as follows:

**ADDITIONAL STATEMENTS**

**Section 2(f), based on Use**

The mark has become distinctive of the goods and/or services through applicant's substantially exclusive and continuous use in a type of commerce that may lawfully be regulated by the U.S. Congress for at least the five years immediately before the date of this statement.

**SIGNATURE(S)**

**Declaration Signature**

If the applicant is seeking registration under Section 1(b) and/or Section 44 of the Trademark Act, the applicant has had a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services as of the filing date of the application. 37 C.F.R. Secs. 2.34(a)(2)(i); 2.34 (a)(3)(i); and 2.34(a)(4)(ii); and/or the applicant has had a bona fide intention to exercise legitimate control over the use of the mark in commerce by its members. 37 C.F. R. Sec. 2.44. If the applicant is seeking registration under Section 1(a) of the Trademark Act, the mark was in use in commerce on or in connection with the goods and/or services listed in the application as of the application filing date or as of the date of any submitted allegation of use. 37 C.F.R. Secs. 2.34(a)(1)(i); and/or the applicant has exercised legitimate control over the use of the mark in commerce by its members. 37 C.F.R. Sec. 244. The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; that if the original application was submitted unsigned, that all statements in the original application and this submission made of the declaration signer's knowledge are true; and all statements in the original application and this submission made on information and belief are believed to be true.

**Signature Section:**Signature: Signatory's Name: SØREN HOLSTSignatory's Position: PRESIDENTDate Signed: 11/1/2010

**NOTE TO APPLICANT:** When filed as part of the electronic form (i.e., scanned and attached as an image file), the signature page **must** include both the signature information **and** the boilerplate declaration language. Do **not** include the entire application, but do ensure that the boilerplate declaration language actually appears; *a signature by itself will not be acceptable*. If, due to browser limitations, the boilerplate declaration language appears on a previous page when printed, you must "merge" the declaration and signature block onto a single page prior to signing, so that the *one complete page* can be scanned to create an acceptable image file. It is recommended that you copy-and-paste the entire text form into another document, manipulate the spacing there to move the declaration and signature section to a separate page, and then print this new version of the text form to send to the signatory.

MADSEN, Serial No. 79/062304  
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## **EXHIBIT A**

Int. Cl.: 10

Prior U.S. Cls.: 26, 39 and 44

United States Patent and Trademark Office

Reg. No. 3,612,751

Registered Apr. 28, 2009

TRADEMARK  
PRINCIPAL REGISTER

MADSEN ASTERA

GN OTOMETRICS A/S (DENMARK LIMITED  
LIABILITY COMPANY)  
DYBENDALSVÆNGET 2  
DK-2630 TAASTRUP  
DENMARK

PRIORITY DATE OF 6-4-2008 IS CLAIMED.

OWNER OF INTERNATIONAL REGISTRATION  
0984746 DATED 10-2-2008, EXPIRES 10-2-2018.

FOR: AUDIOMETERS, IN CLASS 10 (U.S. CLS. 26,  
39 AND 44).

SER. NO. 79-062,003, FILED 10-2-2008.

THE MARK CONSISTS OF STANDARD CHAR-  
ACTERS WITHOUT CLAIM TO ANY PARTICULAR  
FONT, STYLE, SIZE, OR COLOR.

CARYN GLASSER, EXAMINING ATTORNEY



Int. Cl.: 41

Prior U.S. Cls.: 100, 101, and 107

**United States Patent and Trademark Office**

Reg. No. 2,813,692

Registered Feb. 10, 2004

**SERVICE MARK  
PRINCIPAL REGISTER**

**MADSEN METHOD**

MADSEN, JOE A. (UNITED STATES INDIVIDUAL)  
50 MAGGIE HILL RD.  
CLANCY, MT 59634

FIRST USE 6-12-2003; IN COMMERCE 6-12-2003.

NO CLAIM IS MADE TO THE EXCLUSIVE  
RIGHT TO USE "METHOD", APART FROM THE  
MARK AS SHOWN.

FOR: EDUCATIONAL SERVICES, NAMELY,  
PROVIDING COURSES OF INSTRUCTION AT  
THE PRIMARY, SECONDARY, AND COLLEGE  
LEVEL AND DISTRIBUTING COURSE MATERIAL  
IN CONNECTION THEREWITH, IN CLASS 41 (U.S.  
CLS. 100, 101 AND 107).

SN 76-360,111, FILED 1-16-2002.

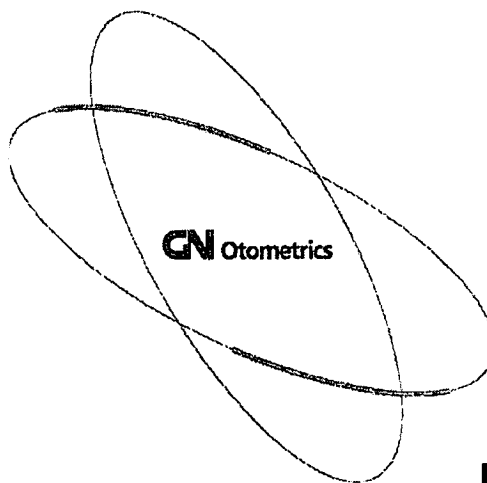
CHARLES JOYNER, EXAMINING ATTORNEY

MADSEN, Serial No. 79/062304  
Request for Reconsideration

## **EXHIBIT B**

**FOR IMMEDIATE RELEASE**

Contact: Cynthia Rohde  
312-925-9649  
crohde@mindspring.com



**GN OTOMETRICS LAUNCHES INDUSTRY'S FIRST BLUETOOTH WIRELESS  
IMMITTANCE DIAGNOSTIC SYSTEM  
MADSEN OTOflex 100 to Debut at AAA**

**BLOOMINGTON**, Minn., April 2, 2004 – GN Otometrics, the world leader in hearing and balance diagnostic systems, will introduce MADSEN OTOflex 100, the first and only Bluetooth wireless immittance diagnostic system, at the American Academy of Audiology's annual conference in Salt Lake City next month. OTOflex 100 offers a comprehensive battery of diagnostic and/or screening tests to assess middle ear conditions. High frequency tympanometry and reflex testing with broad band noise stimulus (ipsi and contra) are now available in a compact and truly portable design. Available in both a Quick Check version and a full Diagnostic version, OTOflex 100 is a seamless PC interactive wireless system that brings mobility and speed to immittance testing.

"This advanced generation of technology will allow immittance testing to be conducted in an entirely new way," said Terry Ross, vice president of sales at GN Otometrics. "Now, audiologists can conveniently bring the test to the patient, capture data and print reports quickly without the cumbersome cabling and space-taking designs of equipment of the past. This truly is the future of diagnostic testing."

GN Otometrics

- more -

8001 Bloomington Freeway  
Bloomington, MN 55420  
[www.gnotometrics.com](http://www.gnotometrics.com)

## **GN OTOMETRICS INTRODUCES OTOFLEX 100**

OTOflex 100 features a full battery of diagnostic tests including:

- Multiple probe tone tympanometry to 1000 Hz
- Reflex screening
- Reflex decay
- Eustachian tube testing (intact and perforated)
- Single page reporting including import of audiogram information
- NOAH 3 compatibility
- Customized auto-sequencing capability
- OTODiagnostic Suite – a comprehensive PC software application allowing OTOflex 100 to be operated via PC as a real time data management and testing control mechanism.

OTOflex 100 comes equipped with a full USB Bluetooth connection. It also offers optional wall mount chargers for off-desk storage, convenient screening handles for one-hand manual operation, and a carrying case for offsite testing. Tests are stored and collected in “real time,” via the wireless connection, up to 30 feet from the Bluetooth enabled computer connection.

Live demonstrations of OTOflex 100 will take place at the GN Otometrics booth # 2327 at AAA from April 1 - 3. The product will begin shipping in the second quarter of the year.

- more -

## **GN OTOMETRICS INTRODUCES OTOFLEX 100**

Copenhagen-based GN Otometrics is the world's leading manufacturer of audiologic and vestibular instrumentation and software, including solutions for infant screening applications, audiological diagnostics to balance testing and hearing aid fitting.

# # #

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## Issue Stories

### Preview of the AAA Convention

A sneak-peek at the newest hearing care products being unveiled at AAA.

## AAA CONVENTION PREVIEW

*The American Academy of Audiology (AAA) will hold its 13th annual convention in San Diego on April 19-22. This section of The Hearing Review is intended to provide a preview of the companies participating in the convention and allow readers to gain knowledge of their latest technology. Descriptions of the products and services listed below were provided by the companies upon request of The Hearing Review. To obtain more information on the products, visit the exhibits or fill out one of the enclosed Reader Service Cards (found between pages 14-15 and 78-79).*

### American Hearing Aid Associates

Exhibit # 2401

Since 1995, AHAA has grown to a network of 1,000 independent hearing aid professionals nationwide. AHAA Associates receive services such as customized business, marketing plans, owner/staff training, advertising programs, consolidated purchasing and billing. In 2000, AHAA reports that it became the industry's first company to provide a full range of Internet B2B services when it launched AHABizLink.com. The website is designed to give associates access to many services, including their AHAA account information, manufacturer price lists and access to an application service provider (ASP) for service such as e-mail and business software. West Chester, PA: 800-984-3272.

### Argosy

Exhibit # 1401

Argosy will present a wide variety of products that are designed to enhance patient satisfaction under diverse hearing conditions. The company will also introduce a new digital hearing instrument that automatically responds to situational input. It features an upgradable algorithm that helps audiologists meet their patients' expectations of long term value, according to the company. Eden Prairie, MN: 800-328-6105.

### Audioscan

Exhibit # 1219

Audioscan invites attendees to see their real-ear/hearing aid analyzers designed to fit all types of hearing instruments, including digitals, according to the company. Each unit provides advanced coupler, real-ear tests and the ability to share data via NOAH. Dorchester ON, Canada: 800-265-2093.

### Auricle Ink Publishers

Exhibit # 500.

Auricle Ink Publishers publishes The Consumer Handbook on Hearing Loss & Hearing Aids: A Bridge to Healing edited by Richard Carmen, AuD. The book is a collaborative work of some of the most distinguished authors in the industry and is a recipient of the 1998-99 Glyph Award as the best health care book by an Arizona publisher. The book has remained the # 1 Bestseller in its category for 3 years running. Chapters cover a broad range of topics to prepare patients for successful hearing aid experiences. Sedona, AZ: 520-284-0860.

### Authorized Hearing Systems, Inc

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**Exhibit # 2129**

AHS offers a wide range of 100% multi-digital products. Instruments presented include DigiLink, available in all models. The CIC model features three independent channels and overlapping bands, microphone noise reduction, speech management system, user audible pulse switch tones and distortion-free sound. Other products presented include QuikFit software and AHS-NLFR fitting rationale. Plymouth, MN: 800-247-4741.

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**AVR Sonovations**

**Exhibit # 623**

AVR Sonovations will present its latest in hearing technology with the addition of ImpaCt DSR13 and Dynamic Speech Re-Coding hearing instrument. DSR13 is a mini-BTE available in moderate and power versions for the ultimate in fitting versatility. Other featured products include the new Logicom products: Logicom-20, reportedly the first BTE/FM on the 216-217 MHz band with an integrated FM receiver; Logicom Ci mini FM receiver for cochlear implant processors; and Logicom DAI, the smallest body-worn FM receiver in the world, according to the company. Eden Prairie, MN: 800-462-8336.

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**Beltone**

**Exhibit # 1247**

Beltone will feature Audio Verification Environment (AVE.), the industry's most advanced multi-media demonstration, delivery and follow up, designed for better patient satisfaction, according to the company. Beltone will also present its new line of digital BTE instruments including the new D61, reportedly one of the smallest digital instruments in the industry. Chicago, IL: 800-621-1275.

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**Bernafon Inc**

**Exhibit # 2219.**

Attendees can learn about Bernafon's Smile family, reportedly the world's smallest Dual-Microphone system. The company reports that Smile Dual-Microphone is the highest performing directional hearing aid on the market today, offering an AI-DI of 5.3 dB. Visitors will have the opportunity to hear the performance of the Dual-Microphone Technology with the Smile Dual-Microphone Sound Demo. Eden Prairie, MN: 888-941-4200.

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**Discovery Hearing Aid Warranties**

**Exhibit # 1919**

Discovery Hearing Aid Warranties, a one-source service warranty provider, offers service warranty protection for loss, damage and component failure on all makes and models of hearing instruments. The company will feature a compensation plan for dispensing professionals. Compensation is paid on every warranty sold. Discovery Hearing Aid Repair is also a rapid response, full service, all-make repair lab offering competitive pricing, according to the company. Mobile, AL: (800) 525-7936.

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**Earmold Design, Inc**

**Exhibit # 1051**

Earmold Design, Inc. (EDI), an earmold lab for custom earmolds for hearing instruments, noise protection, ear protection and communications, is a distributor of hearing health care products for audiologists and hearing aid specialists. The company will offer impression materials and related supplies, earmold cleaners, modification tools and more. Some of the company's trade names are Rebound, Rebound "one shot", Ear Bandits™, SAV, Dri-tube, Specials earmolds including Vogel mold, Aqua Brites, Multi-Brites, ER-15 (25-9), Sentinel noise and Boom Mic Mold (BMM). Minneapolis, MN: 800-334-6466.

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**Ear Technology Corporation**

**Exhibit # 1340**

Ear Technology Corp. presents Dry & Store, the conditioning system designed to redefine hearing aid care. The company will showcase two models of Dry & Store, the original desktop model and a portable "Global" model, for all types of hearing aids and cochlear implant hardware. Dry & Store is designed to improve clarity and dependability, sanitize, deodorize and extend battery life, according to the company. Johnson City, TN: 800-327-8547.

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**Egger Otoplastik + Labortechnik GmbH**

**Exhibit # 1144**

Egger Otoplastik will present Light Polymerisation: a dosing device for modeling pastes, modeling pastes in cartridges and new light material. The company will also introduce a new system designed for faster production of vents and will present its extensive assortment of impression materials and cleansing products for hearing aids and earmolds. Kempen, Germany: 1-866-egger-us (USA); 011-49-831-5811360 (Germany: International Sales).

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**Electone**

**Exhibit # 1501**

Electone will highlight their product quality, quick turnaround, low return-for-repair rate and customer service. Attendees can learn more about how Electone can benefit audiologists and their patients. Longwood, FL: 407-831-2555.

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**Energizer**

system. For its 55th year, the company will present a new revised catalog featuring over 4000 items for the hearing healthcare industry, including assistive devices, impression materials, batteries for hearing aids, accessories in all sizes, diagnostic equipment, otoscopes, earlites, earmold and fitting supplies, education materials, tools from Dremel, Foredom and X-Acto, Cerumen Management and over-the-counter pharmaceutical products. Garden City Park, NY: 800-242-5436.

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#### **Hearing HealthCare News™ & Audiology HealthCare News™**

Exhibit # 2429

Current copies of Hearing HealthCare News™, a customized newsletter for audiologists to send to patients, and Audiology HealthCare News™, a newsletter for audiologists to send to physicians and other healthcare providers, will be featured. Audiologists can obtain a free copy of Audiology HealthCare News™ and can develop their own customized patient newsletter on-site. White Plains, NY: 800-342-1643.

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#### **HIMSA**

Exhibit # 801

HIMSA will demonstrate the new Version 3.0 release of its software product NOAH, designed to help hearing healthcare professionals make better use of computer-based tools such as hearing aid fitting systems, diagnostic instruments and office-management systems. NOAH enables these tools to exchange information and operate together as a single, integrated system. The new version reportedly is a 32-bit application with full Windows functionality, setup options, improved network performance and other enhancements. St. Paul, MN: 800-435-9246.

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#### **Insta-Mold Products, Inc.**

Exhibit # 2136

Insta-Mold, a manufacturer of instant silicones, is inviting hearing professionals to open their own "Insta-Lab". The company will offer instructions demonstrating how to insert tubing, acoustic filters, adapters (snap) rings, core holes, vent and modify molds, apply silicone coatings, add handles and cords, offer skin and neon colors and swirl multi-color molds. Patients receive finished earmolds the same day because the impression becomes the finished product. Insta-Mold offers accessories necessary to make custom swim molds, noise protectors, earmolds, communication devices and other earpieces. Oaks, PA: 800-523-4081.

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#### **Interacoustics USA**

Exhibit # 2037

Interacoustics, a manufacturer of audiometric instruments designed for hearing health care professionals, will introduce the AT235H clinical impedance instrument that provides impedance, acoustic reflex, reflex decay ETF and three high-frequency probe tone options for testing infants. New hardware and software for the EP15/25 ABR system designed for infant ABR screening and EP25 designed for evaluating cochlear implants will also be featured. Benicia, CA: 800-947-6334.

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#### **Kessler-Renata**

For booth number, please see AAA convention program Renata, manufacturer of Swiss battery, will present their latest generation of batteries such as Zinc-Air and will provide AAA promotions. Reportedly Renata is the fastest growing brand of hearing aid batteries in the US market. Dallas, TX: 800-527-0719.

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#### **Knowles Electronics**

Exhibit # 1937

Knowles Electronics is the leading producer of transducers for the hearing health care industry, according to the company. Knowles offers a full range of microphones, receivers, electromechanical controls (volume controls, trimmers, switches, cables assemblies and sockets) and accessory components for all ranges of BTE, ITE, ITC and CIC hearing instruments. At the convention, the company will feature the FG cylindrical microphone, Knowles' Dual-Mic Technology™ for directional hearing aids, the new Thin Microphone™ family of omni-directional, directional and directional/omni-conjoined pair microphones, vibration isolation receiver assemblies and the new High-Output Receiver™. Knowles will also present recent developments on second-order directional microphone technology, as well as the MicroWaxBuster™ active wax protection system. Itasca, IL: 630-250-5100.

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#### **Lori/Unitron**

Exhibit # 2201

Lori/Unitron will introduce Nexus, the latest in digital hearing aid technology, featuring adaptive narrow-band noise reduction, a digital dual-microphone directional system, upgradeable algorithms, crisp digital sound processing, 15 bands, low-level expansion, three programs and Unifit's three fitting levels. Attendees can receive a premium gift. Long Lake, MN: 800-888-8882

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#### **Madsen/ICS Medical**

Exhibit # 1629

Madsen and ICS Medical will be featuring their line of advanced diagnostic instrumentation, balance and vestibular equipment. Madsen will feature the PC-based modular Aurical™ testing and fitting system, the PC-based Capella™ TEOAE/DPOAE otoacoustic emissions analyzer, the hand-held TEOAE Echo-Screen™ infant hearing screener and a new Madsen 2-channel clinical audiometer. ICS Medical will be featuring their CHARTR® VNG/ENG and CHARTR EP with PediABR systems. The full



**Exhibit # 1529**

Energizer will introduce their latest product in the hearing aid category, designed to revolutionize the hearing care industry, according to the company. The product reportedly has met with enthusiastic response in consumer and audiologist testing. St. Louis, MO: 314-982-1929.

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**ESCO**

**Exhibit # 1200**

Attendees can learn how ESCO can help them provide services that protect patient's investment while enhancing professional image. The company will offer its hearing instrument loss and damage insurance, leasing, financing, extended warranty and patient reminder services intended to help grow business and retain patients. Plymouth, MN: 800-992-3726

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**Etymotic Research**

**Exhibit # 1811**

The Occlusion Effect Meter, the Quick Sin test and the new color ER-20 High Fidelity Earplugs will be featured by Etymotic Research. Attendees will be able to hear demonstrations of the latest refinements in Array and ITC Directional Microphones. The company has also launched a new website: [www.etymotic.com](http://www.etymotic.com). Elk Grove Village, IL: 847-228-0006.

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**Everest Biomedical Instruments**

**Exhibit # 539**

Everest biomedical Instruments introduces the AudioScreener, reportedly the world's first complete solution to the two-stage screening process for Universal Newborn and Infant Hearing Screening. The company will present its latest technology and will provide hands-on testing of the AudioScreener. St. Louis, MO: 866-66-AUDIO.

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**Frye Electronics, Inc**

**Exhibit # 1147**

Frye Electronics will present new programming for the FONIX 6500-CX Hearing Aid Test System and the FP35. The new version of WinCHap, a computer program designed to provide a data base and capability to run all the current FONIX instruments from a computer, will also be on display. One feature of the new program is a complete DSL i/o implementation. Frye Electronics will have a classroom on Friday with classes scheduled all day. The instructors include Linda Thibodeau, Geary McCandless, Robert Martin, Sallie, George and Kristina Frye. The schedule is posted on the Frye website: [www.frye.cm](http://www.frye.cm). Sign-ups are encouraged by the company. Tigard, OR: 800-547-8209.

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**Global Assistive Devices, Inc.**

**Exhibit # 2505**

Global Assistive Devices' new space saver clock/signaling system, ACCESS 3, is a combination alarm clock, halogen lamp, telephone ring signaler and door announcer all in one. The company's line of assistive devices with warranties includes: Vibration Watches designed not to disturb others and work in noisy environments; Alarm Clocks (flashing, vibrating, extra loud, 220 V, silent, variable tone, battery operated); Bed Shakers; Door Signalers; Telephone Ring Signaler; Telephone Amplifier and Caller ID for TV (lets person enjoy the convenience of having incoming phone calls displayed on TV screen). Ft. Lauderdale, FL: 888-778-4237.

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**Grason Associates, Inc**

**Exhibit # 1821**

The company will present Single Use Eartips™ designed to provide effective infection control, sized from pediatric to geriatric. Attendees can enter a drawing to win a set of Single Use Eartips. Berlin, MA: 978-838-2124.

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**Grason-Stadler Inc**

**Exhibit # 1035**

Grason-Stadler will demonstrate the new ABR/SSEP System designed for infant/pediatric follow-up testing. In addition, Grason-Stadler/Nicolet Biomedical will feature the new GSI TympStar Clinical Middle-Ear Analyzer, GSI 70 Automated OAE Screener designed for newborn infant hearing screening, GSI's full line of screening and diagnostic audiologic instrumentation and Nicolet's line of ABR and computerized ENG systems. Milford, NH: 800-700-2282.

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**GN ReSound North America**

**Exhibit # 1729**

GN ReSound will introduce a new family of digital hearing instruments and will demonstrate their new fitting software. Attendees can experience a sound demo on the new product line and can receive a free gift. The GN ReSound Presentation Theater will be informing attendees about the latest in advanced technology from the company throughout exhibit hours. Bloomington, MN: 800-248-4327.

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**Hal-Hen Company, Inc**

**Exhibit # 2000**

Hal-Hen will feature a selection of new items, special promotions, free giveaways and will demonstrate a new video otoscope

line of Madsen and ICS brand instrumentation will be on display at the booth. Attendees can stop by for information on the "AAA Special Instrument Offer" and register for a free give-away prize.

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#### **Magnatone**

Exhibit #: 2419

Magnatone will introduce QuantumPlus™ - 100% digital, ultra-modern BTE, designed to be a powerful, user-friendly programming software. Interton's QuantumPlus™ features 3 fittings levels, five re-selected algorithms, seven independent frequency bands, three channels, three selectable memories, five interim memories, and SMS™ and MNR™ technology. Attendees can see the custom and BTE digitals, programmables and earmolds, and will have the opportunity to win t-shirts and other prizes. Casselberry, FL: 800-327-5159.

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#### **MedRx Inc.**

Exhibit # 1507

MedRx will present a new video otoscope, vacuum systems and the OtoWizard. The OtoWizard features live speech mapping, audiometry, loudness scaling, hearing loss simulator, master hearing aid, articulation index (AI), automated occlusion effect, speech sound overlay, fitting rules, hearing instrument selection protocol, hearing aid analyzer, patient database and video otoscopy. Seminole, FL: 888-392-1234.

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#### **Micro-Tech**

Exhibit # 2019

Micro-Tech will present the company's Touchless Telecoil® designed to be a simple and automatic device for hearing aid and telephone use. Patients can use the telephone the same way people without a hearing instrument use it (e.g., no switches, etc.). Micro-Tech's 100% digital Dx3 harnesses the flexibility of digital processing and provides improved sound quality, according to the company. The Nx2 is a programmable circuit that combines dual-band versatility with a Resonance Booster and is a Class D WDRC circuit. DiRx is Micro-Tech's patented dual-microphone directional system (Patent 5,757,933).

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#### **Mid-States Laboratories**

Exhibit # 2509

Mid-States will present Yellow Stuff and NASA-based earmold materials Audtex-85, Invisible Mold (available in three shapes) and Apollo-95 for severe losses. The company will show a demonstration of Yellow Stuff II, injection material that is designed not to droop. Attendees can bring a business card to register for drawings to win free products and free earmolds from Mid-States. Wichita, KS: 800-247-3669.

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#### **Midwest Hearing Industries**

Exhibit # 710

MidWest Hearing Industries will present the Loss and Damage Coverage and Allowance for Professional Services. The company will also introduce additional programs. Minneapolis, MN: 800-821-5471.

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#### **Miracle Ear, Inc**

Exhibit # 1535

Attendees can learn more about career opportunities nationwide in direct patient care, outreach, training, aural rehabilitation, counseling and supervision. The company will present its Amplifit system, consumer programs and the Miracle-Ear Children's Foundation. Golden Valley, MN: 800-234-7714.

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#### **Oaktree Products, Inc.**

Exhibit # 1821

Oaktree Products will feature a new 80-page catalog featuring approximately 2000 items for audiologists and a new line of UV material. The company will offer "Top Ten Reasons to Become an Audiologist" t-shirts. Oaktree makes the Audiologist's Choice® line of products including AudioWipes®. Chesterfield, MO: 800-347-1960.

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#### **Oticon**

Exhibit #

Oticon will present a wide choice of new digital and programmable solutions paired with marketing programs and will offer audiological support and customer service. Additionally, Ergo hearing instruments, with custom models such as CIC, Full Shell, Ergo BTE and BTE Power, will be introduced.

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#### **Pacific Coast Laboratories, Inc.**

Exhibit # 622

The company will present SOUNDWAVES/fs, a personal listening system that combines the patient's custom Continuous Flow Adapter (CFA) earpieces with their own sound system. The company reports that the use of the CFA with a custom Poly-Sheer II earpiece for a digital hearing instrument enhances the capabilities of hearing aid to produce the sound needed by the hearing impaired. Dolphins and Sleep Easy plugs, designed for swimming and sleeping needs, as well as Soundwaves II and RockStars II hearing protection, will be featured. San Francisco, CA: 510-351-2770.

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**Phonak****Exhibit # 1201**

Phonak will present new pediatric support material for children, parents and audiotists, and will introduce a new digital hearing instrument line—bridging a gap between Astro and Claro. Claro uses cochlea-like DSP and adaptive digital AudioZoom™ (dAZ) and offers many automatic features, such as program selection and feedback control. The WatchPilot, a combination watch/remote control, is an added option for the Claro instrument. Warrenville, IL: 800-777-7333.

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**Precision Laboratories, Inc****Exhibit # 918**

Precision Laboratories, manufacturer of custom earmolds for hearing aids, hearing protection monitors and communication systems, will exhibit IB-1000 Plus™, Catamaran™ Swim Plugs, Challenger™ Earphones and ER-15 Musician's Earplugs. Available in bright neon colors, swirl and sparkle, the earplugs can be used for swimming, racing, performing and broadcasting. Other products featured are Vinyl Sea™, VS 100™ silicone impression material and Blue Ultra injection ear impression system. Precision Ear™, a sound enhancer, will also be presented. Altamonte Springs, FL: 800-327-4792.

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**Qualitone****Exhibit # 823**

Qualitone, a provider of hearing solutions for audiologists, will present a full line of products from CIC to BTE for all types of hearing problems and a new hand-held programmer for fitting flexibility. The latest software designed for easy navigation, fitting formula correction values for children and troubleshooting will also be presented. Minneapolis, MN: 800-328-3897.

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**Rayovac Ultra Pro Line****Exhibit # 1119**

Rayovac ULTRA® ProLine® offers hearing care professionals and their patients the world's longest lasting hearing aid battery, according to the company. Attendees can learn about the total Pro-Line program including year-round promotions, free marketing support, free customized battery cards, new incentive program and awards. Madison, WI: 800-356-7422.

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**Resistance Technology Inc.****Exhibit # 2511/2513**

Resistance Technology Inc. (RTI) is a global manufacturer of hearing aid components and electronic assemblies, specializing in custom integrated circuits, microelectronic hybrids, directional microphone systems, faceplates, interconnects, volume controls, trimmers and switches. Featured products include: the IntelliMic™ product line "Single Pole Double Throw Switch" and Clari-D™ featuring L276 two-channel programmable, L285 CIC Hybrid and L272 Class D amplifier. M75 Mini Trimmer and Flex Programming Interconnects will also be presented. Arden Hills, MN: 651-636-9770.

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**Rexton****Exhibit 1547**

Rexton invites all AAA attendees to stop by to receive a special gift and to view a broad selection of digital, programmable and analog hearing products. Featured products include the company's full line of trimmer adjusted, fully digital gran-D custom hearing instruments, Rexton 3D and Rexton-D2 digital hearing instruments and the Horizon 3 programmable product line. New product introductions will be discussed, including a new two-channel, digitally programmable product and the Pocket CONNEX. A marketing representative will be on hand to discuss Rexton's full service, turn-key marketing programs. Plymouth, MN: 800-876-1141.

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**Sennheiser****Exhibit # 1250**

Sennheiser will introduce the DirectEar Set 100, a personal wireless listening systems that transmits infrared signals to a receiver and connects directly into a television, VCR, radio or other compatible audio source. Providing 435-sq.-ft. of radiating power at 95 kHz, the listener will not only be able to hear their favorite audio without disturbing others, but will also be able to adjust the volume, balance and tone controls located on the receiver for maximum affect, according to the company. Old Lyme, CT: 877-736-6434.

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**Siemens Hearing Instruments****Exhibit # 1318/1319**

Siemens introduces SERENIT™ tinnitus control instruments, SIGNI™ Select micro CIC and mini BTE, new directional mics, PHOENIX™ and super power BTEs. Other products that will be featured include 3 CRESCENDOTM amplified phones, E-Business (Online@SHI, Web-Hosting, Knowledge Manager), PRACTICE NAVIGATOR™ Professional software, Pocket CONNEX™ and the latest generation of UNITY™. The company will offer show specials on LIGHTNING™, Siemens batteries and SILHOUETTETM Plus impression materials. Piscataway, NJ: 800-766-4500.

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**Sonic Innovations****Exhibit # 829**

Sonic Innovations will present NATURA™ 2 SE, the newest 100 % digital hearing aid that utilizes our patent-pending

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## Issue Stories

### A Virtual Tour of the AAA Exhibit Hall

A sneak-peek into the new products, services, and offerings at the 14th annual American Academy of Audiology convention and exposition in Philadelphia.

The American Academy of Audiology (AAA) will hold its 14th Annual Convention and Exposition in Philadelphia on April 18-20. This section of The Hearing Review is intended to provide a preview of the companies participating in the convention and allow readers to gain a sneak-peek into their latest technologies. Descriptions of the products and services listed here were provided by the companies on request of The Hearing Review. To obtain more information on the products, visit the exhibits or fill out one of the enclosed Action Cards (found between pages 10-11 and 58-59).



### AHAA Exhibit #1149

Since 1995, AHAA has grown to a network of more than 2,000 independent hearing aid professionals nationwide to whom it offers a virtual franchise with no loss of autonomy. AHAA Associates receive services such as customized business and marketing plans; owner/staff training; advertising programs; consolidated purchasing and billing, and universal credit. AHAA provides its Associates a full range of Internet B2B services through its website AHAA BizLink.com. BizLink services include their AHAA account information, pricing, and application service provider (ASP) services, ranging from basic e-mail to business software. Visit the company's booth at exhibit #1401 or Web site at [www.ahaanet.com](http://www.ahaanet.com).



### Audina Hearing Instruments Exhibit #943

Audina Hearing Instruments is an independently owned US hearing aid manufacturer located near Orlando, Fla. According to the company, its mission for over 10 years has been "to produce quality hearing instruments and provide unparalleled customer service," according to the company. Audina also proves its commitment to the advancement of the profession by offering national CE seminars throughout the year. The company's product line includes Nueve Digital, Paragon DSP, DynamEQ3, DynamEQ2, AGC-0, and Super60D. All are programmable through its ezFIT software. Visit the Audina booth for the latest ezFIT software, and a demonstration of the latest in Digital Technology — Paragon 4.



### Audioscan Exhibit #1501

Audioscan® invites attendees to booth #1501 for a demo of its new Verifit® VF-1 Real-Ear Hearing Aid Analyzer. The VF-1 is a desktop system with a wide-angle color display designed to meet audiologists digital and directional hearing instrument fitting needs. Features include real speech and live speech tests, and dual source test box speakers for evaluation of directional instruments. The Verifit VF-1 joins the Audioscan RM500® system in providing state-of-the-art tests in an affordable and easy-to-use package.



### AVR Sonovations Exhibit #931

AVR introduces what it reports to be the first synthesized BTE/FM, Extend-Ear Rx-20. The device is capable of storing up to four different FM frequencies. Also featured this year: ImpaCt Dynamic Speech Re-Coding hearing instruments, Logicom-20 BTE/FM with DSR capabilities, Logicom Ci FM receiver for cochlear implants, and Logicom Di, reportedly the world's smallest body-worn FM receiver.



### Beltone Electronics Corp Exhibit #401

Beltone will be exhibiting its new series of digital hearing instruments and latest versions of its multi-media fitting software. The features of Beltone's new digital series includes advanced multi-channel compression and noise reduction technology, an automatic patient adaption system, feedback management, and directional microphones.



### Best Computers Exhibit #1805

Best Computers will showcase the Super Power Vacuum with piston driven pump, cleaning equipment for hearing aids, and, the company reports, 1,000 units in the field with service on only 17.



### Discovery Hearing Aid Warranties

Discover more on this and other developments in health & well-being.

Read the article

'The Biological Battle of the Sexes'

GetInsideHealth!  
Your online guide to health and wellness

**Exhibit #1612**

Discovery Hearing Aid Warranties, a one-source service warranty provider, offers service warranty protection for loss, damage and component failure on all makes and models of hearing instruments. The company will feature a compensation plan for dispensing professionals. Compensation is paid on every warranty sold. Discovery Hearing Aid Repair is a rapid response, full service, all-make repair lab offering competitive pricing, according to the company.

**Duracell  
Exhibit #1937**

Duracell Activair with EasyTab™ is the easy-to-replace hearing aid battery. Developed by working closely with hearing aid users, EasyTab™ features three simple but effective features. The innovative "pillbox" package is designed to make it easy for patients to store, transport, and remove their batteries. The patented longer tab design makes EasyTab™ batteries easy to see, hold, and insert in even the smallest hearing aids.

And the new battery cell construction delivers up to 30% longer life than the company's previous Activair batteries. For more information, call Phonak at 1-866-285-6264.

**Ear Technology Corp  
Exhibit #1049**

For hearing aid performance that matches patients' expectations, Dry & Store®, the conditioning system is designed to redefine hearing aid care. Dry & Store effectively combats the two worst enemies of hearing aid performance: moisture and cerumen. Additionally, it sanitizes hearing aids for relief of itchy ear. With Dry &

Store, hearing aid users report both improved clarity and dependability, and nine out of ten dispensers report a significant reduction in repairs, according to the company. Visit Booth 1049 for new product info and special savings.

**Egger Otoplastik & Labortechnik GmbH  
Exhibit #1555**

Egger offers the EL-3 modelling kit, a light-curing kit that is designed to be used in such settings as laboratories, audiologists' offices, and home visits. The unit is particularly suitable for the application of adhesive coatings and for carrying out modification work. In addition, the modelling pastes and

lacquers can be combined, with hard synthetic material. Kempten, Germany. Visit the company's booth or its Web site at [www.egger-labor.com](http://www.egger-labor.com).

**Electone Inc  
Exhibit #613**

Visit the Electone booth as the company introduces Sierra™, its new 100% digital hearing instrument. As a manually adjustable digital hearing instrument, Sierra is designed to be the natural progression from analog to digital technology. Up to four potentiometers provide control over low-frequency gain,

maximum gain, input compression for soft sounds, and output compression for loud sounds. A natural fit for your practice, Sierra allows professionals to move patients into the improved performance of digital sound processing.

**ESCO  
Exhibit #625**

Esco invites attendees to see how after-market hearing instrument insurance is a win-win business decision for you and your patients. The patient's investment in today's advanced technology hearing instruments is protected for long-term value. Your reputation as a patient advocate will be enhanced and rewarded, creating loyal customers and increased revenues, reports the company. See Esco's new, clear concise patient application. The company also offers the Super Bill resource implementation, from template to final forms, designed to increase practice revenue and make collection of fees easier.

**Etymotic Research  
Exhibit #1441**

Etymotic Research's new Digi-K™ circuitry is designed to take digital to the next level. Digi-K has a full 16 kHz bandwidth, improved headroom and automatic electronic damping to significantly improve sound quality and reduce feedback. Hear ER's LinkIT™ array microphone which gives 7-10 dB improvement in SNR and can be used with any hearing aid with a t-coil. New additions to ER's family of insert earphones are the ER-5A, the next generation of insert earphone for audiometry, and ER-6 Isolator earphones for travel and personal listening that have higher accuracy scores than most high-tech noise-canceling earphones, according to the company.

**Frye Electronics  
Exhibit #524**

Frye Electronics Inc, Tigard, Ore, will have several important improvements to its instruments on display at the convention. The FONIX 6500-CX Hearing Aid Test System has a new sound chamber, the 6050, that features improved sound and vibration isolation as well as a flatter platform for the hearing aid under test. The FP35 Hearing Aid Analyzer has new software that includes the DSL program. Other testing instruments exhibited are the FP40 and the FA-10 Hearing Evaluators. The Frye tradition of having a drawing for a Pendleton Indian blanket will be continued.

**GN Otometrics/Madsen/ICS Medical  
Exhibit #537**

GN Otometrics and the Madsen and ICS Medical instrumentation brands will be featuring their full line of advanced audiometric instrumentation and balance/vestibular equipment at Island #537. The company will be introducing a breakthrough design with its new handheld combination OAE and ABR screening instrument—AccuScreen. In addition, the company will be introducing a new Live Speech Mapping module for fitting digital and advanced programmable

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hearing aids. Madsen will feature the modular PC-based Aurical™ testing and fitting system, the PC-based Capella™ TEOAE/DPOAE otoacoustic emissions analyzer, and the newly designed Madsen ITERA two-channel diagnostic audiometer. ICS Medical will be featuring their advanced CHARTR VNG/ENG and CHARTR EP with PediABR systems. Look for the "Carrot" and register to win a prize.



**GN ReSound**  
**Exhibit #625**

The GN ReSound Canta is one of the most advanced digital hearing instruments available today. Canta products combine Adaptive Directionality with Active Microphone Matching to ensure optimal performance. The instruments also utilize advanced noise reduction strategies, 64-band Spectral Enhancement and the only feedback suppression available that doesn't reduce gain, according to the company. Canta is available in all models from Power BTE to CIC. Attendees are invited to stop by the GN ReSound exhibit at Booth #625.



**GSI**  
**Exhibit #1613**

GSI will be featuring the new GSI AUDIOScreener at booth #1613. The AUDIOScreener is a new hearing screening technology that combines evoked otoacoustic emissions (OAE) and auditory brainstem response (ABR) tests in a handheld, portable, PR-free device. Easy-to-operate, the GSI AUDIOScreener requires only a single button push to initiate either an OAE or ABR screen for quick, reliable and comprehensive hearing screening, according to the company. The device is designed to screen newborns, children, adults, and all difficult-to-test patients. Additional features include wireless data transmittal, storage of up to 300 patient records at a time, and 10 user-definable configurations.



**Hagemeyer**  
**Exhibit #804**

Visit Hagemeyer Tech Care Products (formerly Warner Technologies) to see the company's complete line of hearing care products. Tech Care brings audiologists an alcohol-free choice for ear hygiene and ear-mold cleaning. The company will also be introducing its new line of Dreve impression materials, as well as a new catalog and new name. Dreve representatives will be on hand to answer all questions regarding silicone and UV processes. Learn to repair and modify hearing aids and earmolds, and perform the modifications while the patients are in the office.



**Hearing Components Inc**  
**Exhibit #925**

The latest digital BTE technology requires the latest earmold technology. Comply™ Snap Tips are designed to replace custom earmolds with compliant technology to meet the high demands of holding sound in active ear canals. They fit patients with hearing losses up to 100 dB. Hearing Components' new-Vented tips are used in open earmold applications. The technology reportedly continues to gain momentum, with more than 1,000 offices using Snap Tips daily. A major UK manufacturer has introduced Comply™ Snap Tip technology on a line of stock CICs in Europe for worldwide distribution. Stop by booth 925 for the latest studies at Boys Town and Washington University, St Louis.



**Hearing HealthCare News & Audiology HealthCare News**  
**Exhibit #820**

Hearing HealthCare News®, a customized newsletter for audiologists to send to patients, and Audiology HealthCare News®, a customized newsletter for audiologists to send to physicians and other healthcare providers, are both edited by a dispensing audiologist. The newsletters are designed to be valuable resources for marketing a practice to patients and physicians. The newsletters are published quarterly and printed in two colors on heavyweight paper. Audiologists may obtain a free customized copy of Audiology HealthCare News® or register for a prize drawing. The winner will get AAA's Front Office Training Kit.



**Interacoustics**  
**Exhibit #1412**

Interacoustics will be introducing a combination ABR/Video Oculography system functioning under an easy to use Windows® based software program. It can be purchased as a combination instrument or stand-alone product. Additional flexibility and cost savings are possible by adding the new Otoacoustic Emissions device. For more information, contact Interacoustics at 800-947-6334, 9675 West 76th Street, Eden Prairie, MN 55344, [www.interacoustics-us.com](http://www.interacoustics-us.com), or visit booth #1412 at the AAA Convention in Philadelphia.



**Interton/AHS**  
**Exhibit #1335**

Interton/AHS, a newly-formed entity that combines Interton of Cologne, Germany, with Authorized Hearing Systems of Plymouth, Minn, will be present to introduce the new organization. Also featured will be the launch of a 100% digital product line. Watch for D series, Staris, and EVO, featuring three pricing/technology levels, available in all models from two channel to three channel with seven band expansion and 14 band feedback manager, efficient speech management system, and directional microphone options. There will also be giveaways, eye-catching demonstrations, and more.



**Intrason**  
**Exhibit #431**

Intrason SA will be featuring two additions to their digital product line featuring the DIGI II (two channels, gain and compression) and DIGI IV (four Channels, gain and compression). Both of these products are available in ITE and BTE models and offer the standard performance features of all Intrason digital products. The company will also be introducing the NITIDO II, a second generation of their established NITIDO line, which will feature new circuits and performance features. As a leader in both analog

and digital technologies, Intrason is expecting to generate a great deal of interest with its new product offerings.



**Knowles Electronics/Deltek**  
**Exhibit #1925**

Knowles Electronics, Itasca, Ill, manufacture a broad range of microphones, receivers, electromechanical components, and wax protection systems for the hearing health care industry. Featured products include the TP series Thin Mic microphones, ideal for directional hearing aid applications, reportedly the thinnest available hearing aid microphone. The HC series High-Output receiver, with double maximum SPL output in the same size as traditional receivers, is designed to bring a new level of output performance to even the smallest ITE and CIC instruments. Also featured are the Model 7000 Volume Control and the Model 2900 Push Button Switch, which reportedly brings new levels of robustness and reliability to electromechanical components. The MicroWaxBuster active wax protection system offers hearing aid manufacturers a solution to cerumen problems with its "click-and-clean" daily cleaning system.



**Maico Diagnostics**  
**Exhibit #1901**

The ERO-SCAN OAE testing system can be used as both a screening tool as well as part of a comprehensive audiologic evaluation by using the advanced programmable features (CPT Code 92588). This OAE unit is designed to produce immediate pass/refer results at three frequencies in 7 seconds. Ask about the ERO-SCAN DPOAE and TEOAE combination handheld units by contacting Maico Diagnostics at 1-800-941-4201; Web site: [www.maico-diagnostics.com](http://www.maico-diagnostics.com), or visit booth #1901.



**MedRx**  
**Exhibit #1313**

The MedRx OtoMaster LS compiles the key features of the OtoWizard to create a dynamic and affordable fitting system. This compact system operates with NOAH and can be coupled to existing fitting platforms. The OtoMaster LS highlights Live Speech Mapping (LSM) has been verified by an independent study to reduce the need for post-fitting follow-ups and lowers practice costs. Use LSM to demonstrate directional microphone effects, compression features, and multiple memories. Tympanometry, video otoscopy, hearing loss simulator and master hearing aid are included. Call your MedRx representative (888-392-9000) for details on the OtoMaster LS or visit exhibit #1313.



**Microtronic**  
**Exhibit #901**

PB 100 Switch is reportedly the world's smallest push-button switch. The diameter is only 1.9 mm and the body height is only 1.4 mm, allowing it to be built into ITCs where space is very limited. Easy to activate knob. The next generation of wireless HI programmers: TA20 Telecoil with improved EMI noise suppression that decreases the sensitivity for spurious electromagnetic fields. The 7446 Digital Microphone is the latest in A/D converter ASIC design, with EMI suppression and an unformatted data stream. The Series 8000 Cylindrical Microphone is designed to provide a low noise level, high PSRR, and performance independent of battery supply voltage (sensitivity, impedance, PSRR) batteries.



**Micro Audiometrics**  
**Exhibit #705**

For over 20 years, Micro Audiometrics has reportedly been known for manufacturing reliable, durable, portable, and cost-effective hearing testing equipment. The Earscan Acoustic Impedance instrument is designed to perform exams as quickly as 1 second, can perform ipsilateral reflex tests, and can also be upgraded to perform manual and automatic pure tone audiometry. The DSP Pure Tone audiometer is a 10-oz, battery operated, hand held air conduction puretone audiometer suitable for multiple applications. The company invites attendees to stop by for a product demonstration of the Earscan.



**Microsonic Inc**  
**Exhibit #601**

Choosing earmold lab exhibits to visit at AAA? Microsonic, an international earmold manufacturer and supply source, invites attendees to visit their exhibit. For 37+ years the company has provided thousands of audiologists with earmold quality and service. Familiarize yourself with Microsonic offers extensive experience and unique products and a "synergistic approach to successful hearing solutions through sophisticated earmold application." Test out the company's new "Glow-in-the-Dark" earmolds. Visit the company at AAA, or call 800-523-7672 and ask for our Free Custom Earmold Manual and the Accessories/Supplies Catalog.



**Micro-Tech**  
**Exhibit #1603**

The all-new Touchless Telecoil® (patent pending) is simple and automatic. All your patients have to do is use the telephone the same way they always have. No switches for fingers to fumble with. No more hassle with acoustic feedback. This advance in telecoil engineering allows for instant activation of the telecoil mode when a telephone is placed near the instrument. The patient simply holds the telephone receiver to the hearing instrument and, without physically switching a toggle, the telecoil mode activates. This option is designed to be cosmetically appealing, convenient for the patient, and cuts down on patient counseling time. The Touchless Telecoil® is available for the 100% digital Dx3, as well as the programmable Nx2 in Half-Shell and Full-Shell ITE custom applications. Micro-Tech was founded in 1986 by Larry Hagen to help those with precipitous high frequency hearing losses. From a small office with on-site manufacturing, Micro-Tech has grown to become a leader in fitting high-frequency losses, as well as providing innovative solutions for a broad range of hearing health care issues.



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## Issue Stories

### The IHS 2002 Convention Preview

A "sneak-preview" of the exhibit floor and the new products and services being offered at the upcoming 51st Annual International Hearing Society (IHS) Convention in Reno, Nev.

*The International Hearing Society's (IHS) 51th Annual Convention will be held in Reno, Nev. on September 11-15. Whether or not you'll be attending the convention, The Hearing Review invites you to take the following SNEAK PREVIEW of the latest technology being introduced by companies during the event. To learn more about the products and services featured below, visit the exhibits and/or use the enclosed Action Card (found in the front and back of this magazine). Descriptions of products and services listed below were provided by the companies upon request of The Hearing Review.*



**Audina Hearing Instruments** is an independently owned US hearing aid manufacturer located near Orlando, Fla. For over 12 years Audina has produced quality hearing instruments and provided excellent customer service. Audina is also committed to the advancement of the profession by offering national continuing education seminars throughout the year. Its product line includes: Paragon 4 DSP; Nueve Digital; DynamEQ3, and DynamEQII. All programming is achieved through ezFIT software. Visit us for the ezFIT software and a demonstration of the latest in Digital Technology—Paragon 4. Booth #216; (800) 223-7700.



**Audiocan®** invites you to booth #710 at IHS 2002 for a demo of its new VeriFit® VF-1 Real-Ear hearing aid analyzer. The VF-1 is a desktop system with a wide-angle color display designed to meet your digital and directional hearing instrument fitting needs. Features include real speech and live speech tests, and dual source test box speakers for evaluation of directional instruments. The VeriFit VF-1 joins the Audiocan RM500® system in providing state-of-the-art tests in an affordable and easy-to-use package. Booth #710; (800) 265-2093.



**Beltone** will be exhibiting its new Oria series of digital hearing instruments. Oria features include the advanced 12-channel DSP circuitry, Satisfy™, Beltone's automatic adaptation feature, Gain Explorer™, the feedback management system and 12-channel Speech Pattern Detection™ noise reduction circuitry. Visit us to learn more about the Oria and Beltone's SelectaFit and AVE, multimedia fitting system. Booth #413-415; (800) 621-1275.



**Discovery Hearing Aid Warranties**, a one-source service warranty provider, offers service warranty protection for loss, damage and component failure on all makes and models of hearing instruments. The company will feature a compensation plan for dispensing professionals, who are paid on every warranty sold. Discovery Hearing Aid Repair is a full service, all-make repair lab with competitive pricing, according to the company. Booth #511; (800) 525-7936.



**Duracell Activair** with EasyTab is designed as the easy-to-replace hearing aid battery. EasyTab™ features three innovations. The pillbox package is designed to make it easy for patients to store, transport, and remove batteries. The patented longer tab design makes EasyTab batteries easy to see, hold, and insert in hearing aids. And the new battery cell construction delivers up to 30% longer life than the company's previous Activair batteries. Booth #218; (866) 285-6264.



**Ear Technology Corp** is pleased to introduce its newest version of the Dry & Store hearing aid conditioning system—Dry & Store Global. Dry & Store is a consumer appliance that is designed to eliminate moisture from hearing aids and sanitize and deodorize the aids. Designed for portability and versatility, the Global is suitable for travel and for small living spaces, and fits any budget. It accommodates all types of hearing aids and cochlear implant hardware, including body-worn processors. The company invites you to keep patients happy with fewer repairs and better sound quality by dispensing Dry & Store. Consult your IHS program for booth number; (423) 928-9060.



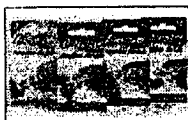
Visit the company's booth and take a closer look at Electone. The company reports that you'll experience superior product quality, quick turnaround, low return-for-repair rate, outstanding customer service, and you'll also want to learn more about the Sierra™ manually adjustable 100% digital instrument. It may be the affordable answer for your patients who are ready to move to digital technology. Electone states that its care taken in crafting hearing instruments and the commitment to customers is unsurpassed. Booth #610-612; (800) 432-7483.

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**Energizer®** reports that it is your source for solutions. Just as your patients rely on you as their single source for hearing health care, Energizer reports that you can rely on the company as your single source for: 1) Technology: batteries now last up to 15% longer; 2) Innovation: the world's first and only dispenser, EZ Change; and 3) Expertise: for you and your patients. Come by and learn about the fastest growing battery brand. Booth #909; (314) 985-1637.



**Esco** invites attendees to see how after-market hearing instrument insurance is a win-win business decision for you and your patients. The patient's investment in today's hearing instruments is protected for long-term value. Your reputation as a patient advocate will be rewarded, creating loyal customers and increased revenues, reports the company. See our new, clear concise patient application. The company also offers the Super Bill resource implementation, from template to final forms, designed to increase practice revenue and make collection of fees easier. Booth #715; (800) 992-3726.



**Frye Electronics** will show all of its hearing aid/real ear analyzers and its audiometers. The FONIX 6500-CX hearing aid test system has a new sound chamber, the 6050. The ability of the 6500-CX to test "group delay and phase" of digital hearing aids is receiving attention, and Frye will demonstrate what is involved in the testing. The company plans to introduce the NAL-NL1 fitting software for the FP35 hearing aid analyzer for the first time. Booth #411; (800) 547-8209.



**GN Otometrics and Madsen** will be featuring their full line of advanced audiometric instrumentation. The company will be introducing a new video otoscope and software called OtoCam™—a pen-style single-cable system that has a unique built-in light source. In addition, the company will be introducing its new visible speech-mapping tool, using live speech as a fitting target module for fitting digital and advanced programmable hearing aids. Madsen will feature the modular PC-based Aurical™ testing and fitting system, and the new radically designed Madsen ITERA 2-channel diagnostic audiometer with master hearing aid.

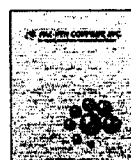
Booth# 213-215; (800) 362-3736.



**Canta** is reportedly the only complete, single platform digital family. Every model of the Canta family of digital hearing instruments—from top-of-the-line 3-D digital Canta7, to the Canta2—reportedly shares a powerful legacy: a host of innovations from decades of technology leadership in the hearing health care industry. Canta is available in a complete product line ranging from a Power BTE to the CIC. Booth #209-211; (800) 248-4327.



This year **Hagemeyer Tech Care Products** (formerly Warner Technologies) will be introducing its new silicone impression material. Pro-Shot II and Accu-Shot II silicone materials and Tech Care clean wipes are their most recent tech care products, which already include Bargel, Dri Aid Kits, Ear-Fresh, and Earmold cleaner. Visit and receive a sample of Pro-Shot II or Accushot II impression materials. Also featuring products for UV modifications and repairs. Booth #903; (800) 328-4757.



Celebrating its 56th year, **HAL-HEN** features over 4,000 items for hearing health care professionals. New for 2002 is the Conversor®, a unique FM wireless assistive listening device. The affordable Conversor® provides exceptional audio clarity, versatility, and hearing aid compatibility. Also offered are assistive devices, impression materials, batteries, diagnostic equipment, otoscopes, earlites, earmold/fitting supplies, educational materials, tools, cerumen management, and over-the-counter pharmaceutical products. Booth #313; (800) 242-5436.



Finally, you can fit severe and profound loss clients quicker and with better results than you thought possible, according to **Hearing Components**. Stop by the booth to see the newest Comply™ Snap Tips and find out how you can increase your business and profits. Booth #904; (800) 872-8986.



**Interton/AHS** offers two new high-power digital BTEs, designed for moderate-to-profound hearing losses, with state-of-the-art 100% DSP. The Mega Power EVO is a 3-channel instrument with 14 frequency bands (7 adjustable). The Mega Power Staris is a 2-channel instrument with 9 frequency bands (2 adjustable). Both feature WDRC, wide-range AGCo, and have peak output of 136 dB with 83 dB of gain. Also notable is a battery drain of less than 0.8 mA. Both models feature a speech management system that is said to instantly analyze the time structure of the signal and reduce gain in the non-speech channels. Booth #315; (800) 247-4741.



The **Magnatone** booth will be demonstrating the TruVoice® 100% digital hearing instrument. This versatile instrument offers 1, 2, or 4 channel programming, microphone noise reduction, dynamic notch filters, adjustable crossovers, as well as options for directional microphones and rechargeable cells. The company will also offer its line of BTEs, the EQ3 and AGC-o circuits, and the Liberty™ rechargeable system. The programmable line will be demonstrated using the feature-rich and intuitive Digi-Pro® software. PocketPro™ software, which runs on PocketPC handheld computers, allows portable, real-world programming of hearing instruments. You can even take a spin on the slot machine and win a prize. Visit the company at Island F; (800) 327-5159.

MADSEN, Serial No. 79/062304  
Request for Reconsideration

## **EXHIBIT C**



MADSEN Astera. It's familiar,  
and it's so much **More**

Hearing Assessment		Balance Assessment
<ul style="list-style-type: none"><li>• Audiometry</li><li>• Immittance</li><li>• OAE</li><li>• ABR/ASSR</li><li>• Infant Screening</li></ul>	<ul style="list-style-type: none"><li>• REM</li><li>• HIT</li><li>• Video Otoscopy</li><li>• Speech Mapping</li></ul>	<ul style="list-style-type: none"><li>• ENG</li><li>• VNG</li><li>• EP</li><li>• Caloric</li></ul>

Otometrics on AudiologyOnline:

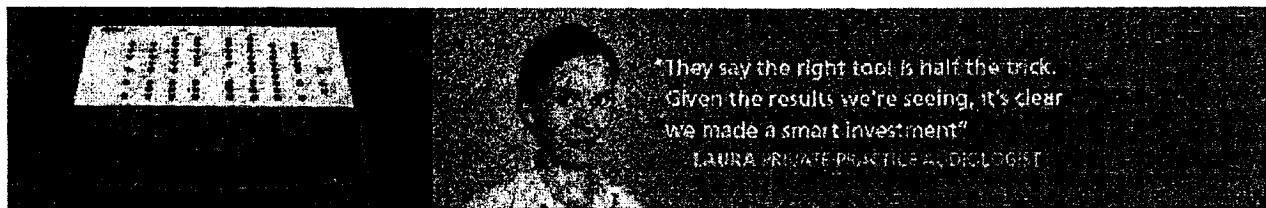
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**Free online course:  
A Guide to Bithermal  
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Welcome to the Astera website



## myaudiometer. It's familiar, and it's perfect for pediatric testing..

The MADSEN Astera is a two-channel clinical audiometer based on state-of-the-art technology and modern pediatric audiology practice.



The MADSEN Astera is a two-channel clinical audiometer based on state-of-the-art technology and modern pediatric audiology practice.

### Focus and keep your eyes on the child

- Audiometer Control Panel featuring detented attenuators that allow the user to "feel" changes in level
- The software features large and clear audiograms

### Advanced behavioral testing

- Multiple Speaker routing with the possibility of up to 4 speakers
- Advanced communication system
- User test functionality
- Channel Specific Threshold Storing

### FREquency Specific Hearing Assessment Noise - FRESH noise™

- Sound field stimulus that is sharply filtered so that it closely approximates a pure tone target
- Calibrated in Hearing Threshold Level, like Warble and Pura Tone stimuli

### Fast and flexible testing

- Integrated word lists, incl. a pictured spondee word list and several pediatric word recognition lists
- Options for word presentation upon scoring of the previous word, timed word presentation, or presentation of only half lists or certain words
- Phoneme scoring is available in addition to regular word scoring

For more information on the Astera, navigate through the site, using the menu at the top of the page - choose between product information, material available for download, book a demo, FAQs and so much more...

### What's new?

- > Keyboard shortcuts in Spanish - (December 15th 2009)

Take a tour around MADSEN Astera [Play](#)

Tips & Tricks for Astera Users [GO](#)

Learn and earn CEU's [GO](#)

The MADSEN Astera Story [GO](#)

The OTOsuite software universe >

Visit [www.otometrics.com](http://www.otometrics.com) >

> Get useful Tips & Tricks about audiometry and the Astera (October 13th 2009)

> New downloads in Italian (September 10th 2009)

- Brochure in Italian
- Datasheet in Italian

> New downloads available on [www.myaudiometer.com](http://www.myaudiometer.com) (July 10th 2009)

- Updated International Brochure
- Brochure and datasheet now available in Spanish
- Brochure and datasheet now available in French
- Brochure now available in German
- Updated datasheet, int.
- New Whitepaper on RETSPL sound field audiometry

> Now we can offer demos of the Astera globally - click here to book your demo now! (May 14th 2009)

> New pictures: AAA 2009 (April 3rd 2009)

> Audiometry-Irritance Solution (March 31st 2009)



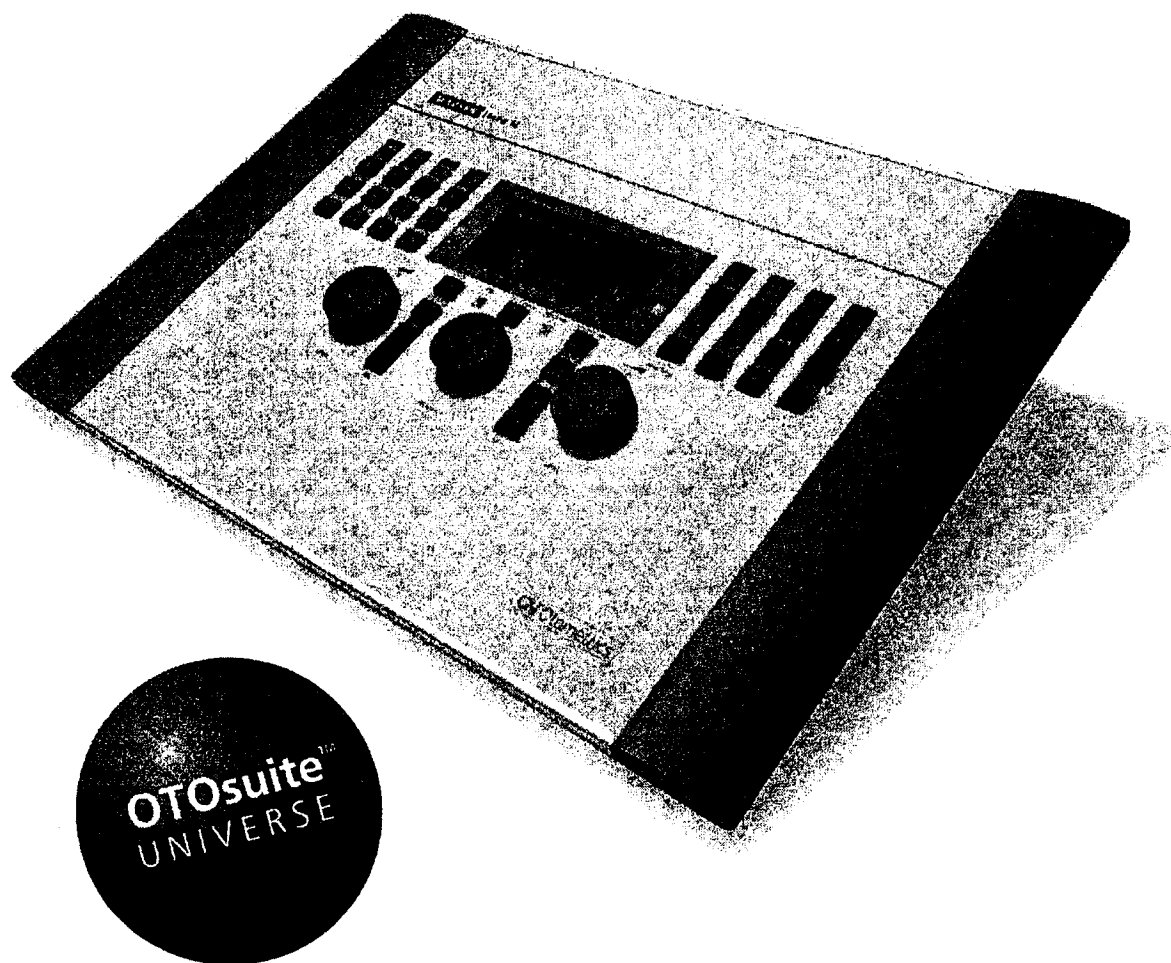
> New pictures: Having Fun with Astera (March 25th 2009)

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MADSEN, Serial No. 79/062304  
Request for Reconsideration

## **EXHIBIT D**

Looks smart. Thinks smart.



**MADSEN** Itera II

○ Hearing Assessment   ● Fitting Systems   ● Balance Assessment

  
**otometrics**  
MADSEN • AURICAL • ICS

# Smart solutions to meet your needs

The MADSEN Itera II builds on the achievements of its acclaimed predecessor to set a whole new standard in audiometric performance, simplicity and elegant design. Compact, reliable and versatile, it's the perfect diagnostic audiometer for the busy dispenser or clinician.

## **Top performance in a stylish cabinet**

Continuing our tradition of manufacturing high-quality instrumentation, the Itera II combines great performance with exceptional design and perfect ergonomics. And recognizing that an audiometer is the daily workhorse in your clinic or practice, we have constructed an instrument that doesn't just look good, but is robust and comfortable to use.

The ideal instrument for tone and speech audiometry, Itera II features two independent channels, extensive patient communication facilities, and ipsi/contra lateral masking. And because it's NOAH-compatible, it can be integrated into today's computerized offices and interface with PC-based hearing instrument fitting and dispensing systems.

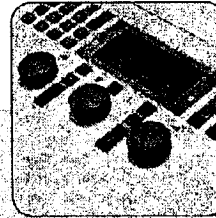
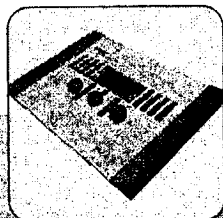
## **You define what's best for you**

Recognizing that different testing environments have varying requirements, the Itera II is available with a range of options so that you can configure the best solution for your clinic or dispensing practice.

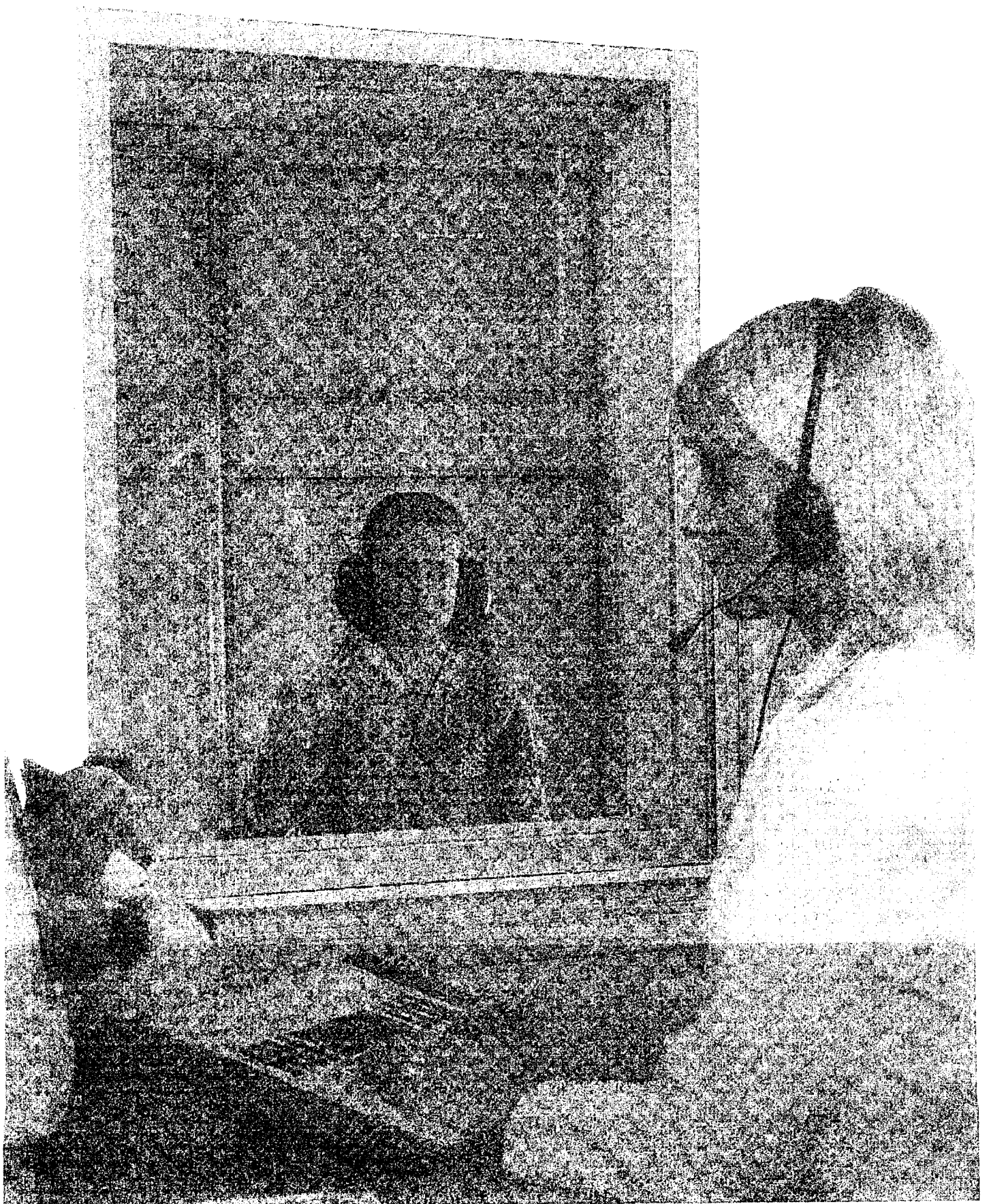
## **Hearing Instrument Simulator**

The options include the most commonly used special tests as well as an *automatic* Hearing Instrument Simulator (HIS) second to none in functionality and ease of use. And for ototoxic monitoring, we also offer the option of high frequency audiometry up to 16 kHz.

By combining these optional functions with the appropriate transducers, you can extend your diagnostic capabilities, now and in the future.







#### Speech audiometry

Binural presentation with completely flexible signal routing for pure tone, word and sentence tests. It will play at up to 120 dB SPL and is particularly suited for central auditory assessment.

#### Smart rotary knobs

Facilitate the change from rotary controls, you can move to take your eyes off the machine when changing frequency and level.

#### Special tests

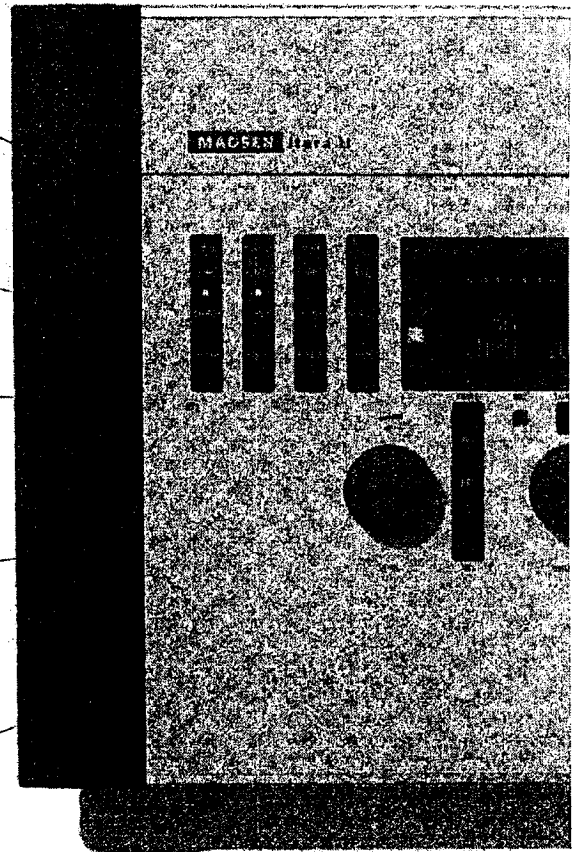
Available options include: 1/3 octave, A-B-E (power).

#### Heating instrument simulation (Optional)

Provides you with the excellent tool for counselling patients. Features automatic setup of settings so that you can start simulation quickly. It provides control for manual stimulation in divided and pulsed immediate regime.

#### Every function is at your fingertips

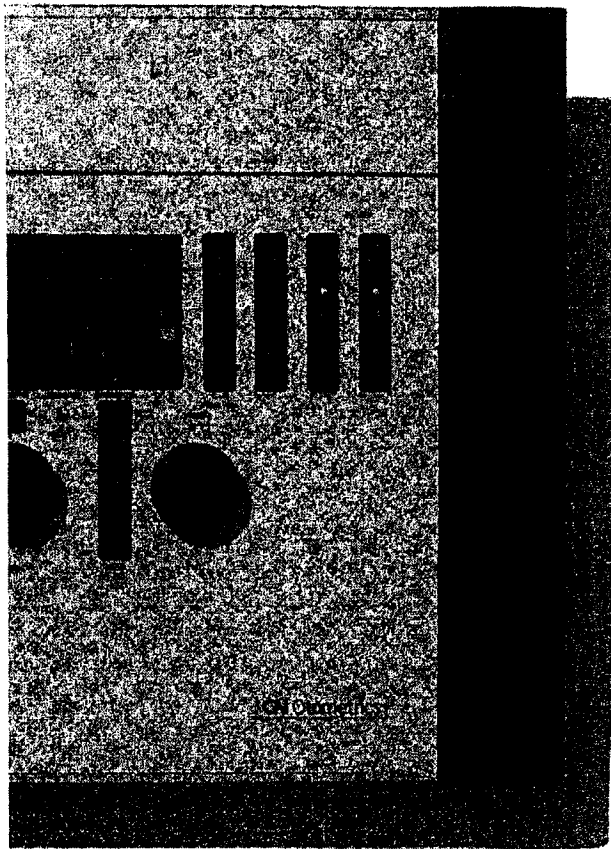
Controls and displays are easy to reach and use. The instrument is compact and portable. A built-in video display and control are used via the right hand panel with 800 maximum select for the left channel.



**High frequency air conduction testing**  
The standard frequency range of the Hiera II is 125 Hz to 12.5 kHz. We also offer the option of high frequency testing up to 16 kHz for ototoxic monitoring.



**Quick Guides**  
To make it even easier to learn and use the Hiera II, a number of convenient Quick Guides are supplied with the audiometer.



#### Customize your workflow

The comprehensive setup options enable you to configure the Hera II according to your preferences, cutting down test time and giving you more "quality time" with your patients.

#### Easy switching between left and right

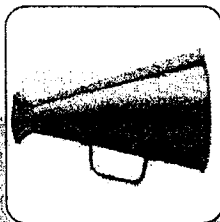
Switch between testing your patient's right or left ear at the press of one button. Press twice to enable both left and right (in speech mode).

#### Internal power supply for CD player

For speed testing you don't have to search for and connect to your CD player. Just connect to the audiometer's rear panel and eliminate a bulky power adapter or spare batteries.

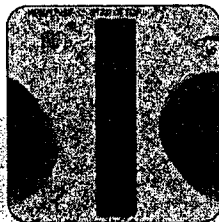
#### Enhanced patient communication and monitoring system

The Hera II features improved technology for superior sound and enhanced product quality. Talk over and talk back buttons are easily accessible.

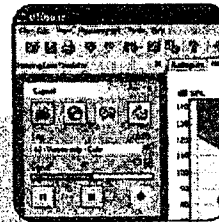


#### Sound field option

Hera II provides comprehensive options for sound field testing.



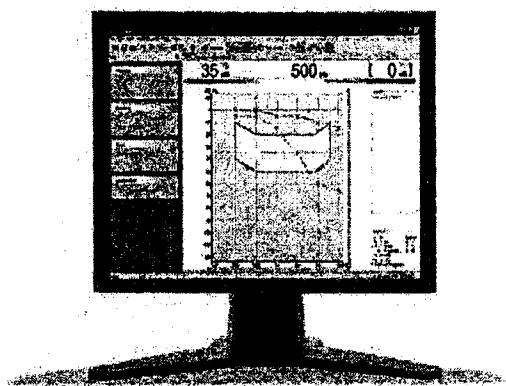
**Enhanced memory function**  
All AC, BC, UCL, MCL and SF thresholds can be stored for both ears.



#### OTOsuite™ compatible

Hera II is an integral part of our OTOsuite software platform.

# Benefits of PC connectivity



*Test results are monitored directly on your PC screen as detailed audiograms with all necessary information.*

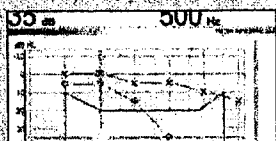
The MADSEN Itera II can be used either as a stand-alone audiometer or connected directly to a PC using our innovative OTOSuite™ Audiometry software.

There are many benefits to using your PC with MADSEN Itera II. The manual recording of audiograms on paper pads is replaced with electronic recording in a real-time graphic interface. Test results are monitored directly on your PC screen as detailed audiograms with all necessary information. Layout has been designed to provide "information at a glance" and allows you to stay in close visual contact with your patient.

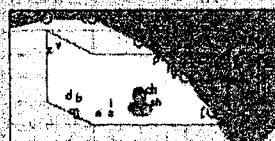
The OTOSuite audiometry module supports aided/unaided speech testing, including a live VU-meter, speech scoring, and

"smart" registration of test results. New features, such as a built-in Masking Assistant™ and visual overlays, ensure high-quality diagnostic testing and patient involvement.

When using MADSEN Itera II with a PC, test data are automatically recorded and stored, which makes it easy to review, file, and re-use diagnostic results in different contexts. Not only will this save you time, it dramatically reduces the risk of errors. Test data can be integrated with electronic medical records via the standard XML data format, stored in or outside of NOAH, or included in reports for third-party sharing. And if you need to print the audiogram, the easy-to-read symbols ensure safe and accurate interpretation.



*The Masking Assistant™ alerts whenever masking is recommended at specific frequencies.*



*Layered graphics assist in counseling patients and relatives on the hearing loss.*



# Opening up a world of possibilities

MADSEN Itera II is an integral part of our OTOsuite™ software platform.

OTOSuite is Otometrics' comprehensive interface for audiometry, counseling, and hearing instrument fitting/verification. It provides you with a uniform entrance to the latest generation of Otometrics audiometric solutions. In fact, it's such an important innovation it now forms the backbone for our product development.

OTOSuite makes it possible to couple your MADSEN

Itera II directly with our Visible Speech Mapping system and versatile hearing loss/hearing instrument simulators – excellent tools for visualizing the impact of a patient's hearing loss.

## **Streamlined workflow**

Once you've connected MADSEN Itera II to OTOsuite, audiometric testing, fitting, and verification can be performed quickly and

efficiently within the same software framework.

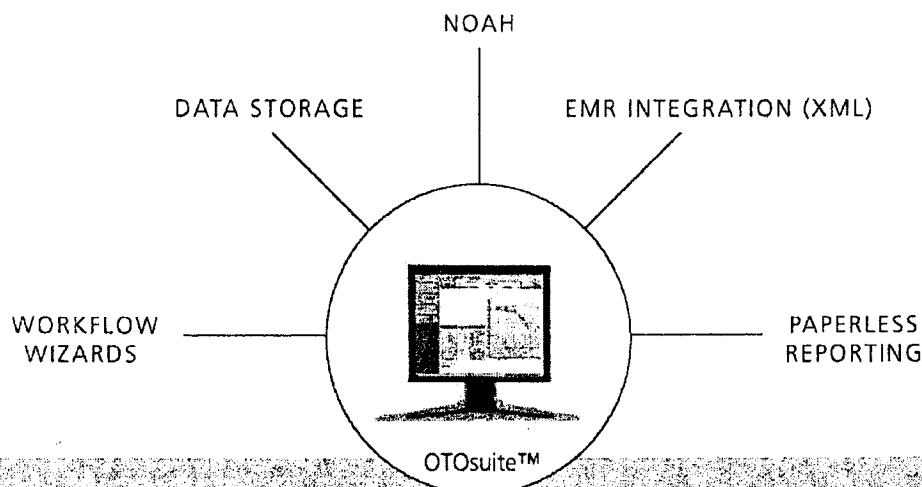
Moreover, a convenient single point of entry from NOAH opens up the suite to give you direct access to all compatible equipment. There is no more opening and closing of modules with each test and just a single final storage of data.

The seamless data flow within OTOsuite streamlines your workflow significantly. Your

patients' audiometric data is available instantly for counseling and hearing instrument verification allowing you to move through the diagnostic and verification processes more efficiently.

## **Counseling**

OTOSuite also provides access to hearing-loss and hearing-instrument simulators during both the diagnostic and the verification processes. The simulators help you counsel patients and their families on the effect of a hearing loss by using sound files and visualization.



## MADSEN Itera II

### Accessories\*:

- Headset with 12 kHz matched TDH39 phones
- Bone conductor (vibrator) B71 with headband
- Audiogram pad
- Patient response switch
- User guide
- Power cable
- Monitoring headset with boom mic
- OTOSuite™ Audiometry software
- HDA 200 headphones for high frequency audiometry
- Gooseneck stereo microphones for H.I.S./and speech
- Sound field speakers
- PA 210 power amplifier
- E-A-R-TONE® 3A insert phones

\* Which accessories are standard and which are optional varies from country to country - please consult your local Otometrics distributor.



## Take audiology to your patients

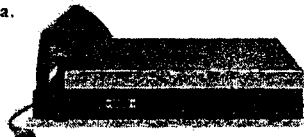
Weighing in at just ten compact pounds or under 5 kg, the Itera II diagnostic audiometer is well-suited for portable use.

pull out the accessories you want to use, plug in and you're ready to start testing.

In its custom carrying case, the Itera II unpacks and is ready to use in less than a minute, with no cords to untangle. Now you can have complete freedom of movement – just open the case,



Today, virtually all computers are networked. So it was only natural to create a full-featured PC audiometer that could also communicate with other devices within and outside the clinic – the new MADSEN Conera.



The Conera builds on proven technology thus ensuring stable and reliable performance. Conera features complete two-channel tone audiometry in HL and SPL together with a wide range of special tests – including SISI, Stenger, ABLB, Weber, Rinne and Hughson-Westlake Auto Threshold screening.

Find out more at [www.otometrics.com](http://www.otometrics.com)

Otometrics is the world's leading manufacturer of hearing and balance instrumentation and software - innovative concepts designed to help healthcare professionals make the best possible decisions. Our solutions range from infant screening applications and audiologic diagnostics, to balance testing and hearing instrument fitting.

Headquartered in Copenhagen, Denmark, and with a center of development in the United States, we maintain a global network of distributors and subsidiaries. Otometrics is part of GN Store Nord.

Distributor:

● Hearing Assessment ● Fitting Systems ● Balance Assessment

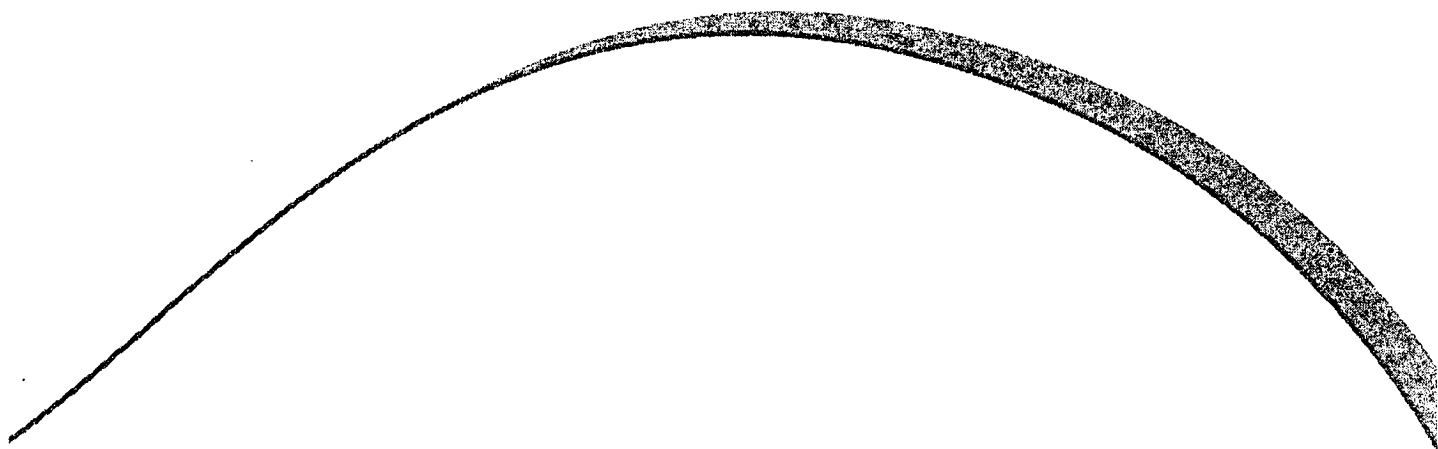
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**otometrics**  
MADSEN • AURAL • ICS

**MADSEN** Astera

# **MADSEN Astera and The OTOSuite Audiometry Module**

## User Manual



**CE**  
0459

Doc no. 7-50-0780/03

  
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*All information, illustrations, and specifications in this manual are based on the latest product information available at the time of publication. GN Otometrics A/S reserves the right to make changes at any time without notice.*

**Technical support**

Please contact your supplier.



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## **EXHIBIT E**

**MADSEN Astero**  
Audiometer Control Panel

CHANNEL 1	
STIMULUS	TRANSDUCER
Time	Photo
Amplitude	Photo
Filtered Voltage	High Pass
Gain	Gain
Source A	Feedback
Source B	
ROUTING	
Left	Left
Right	Right
Left	Overhead

CHANNEL 2	
TRANSDUCER	STIMULUS
Left	Dark
Right	White
Top	Forward
Bottom	Back
Center	Source A
	Source C

ROUTING		MASKING	
Left		None	
Right		Left	
Bottom		Right	

TEST	OPERATOR MIC
AUDIO	Mic Level
TOE	
TWR	Microphone Mic
MCL	Oxymask Mic
UCL	Test Punched
SPEECH	
SOT	
PART	
WCU	Insert
UCL	Direct
WRS/SRB	Shore

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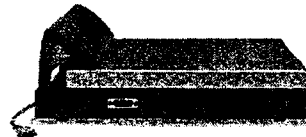
**MADSEN** Conera

## Product toolbox

[Sales & Marketing material]

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## **EXHIBIT F**



## Distributor Locator

### Distributor Locator Selection by Zip Code

Please enter your zip code and click the "Find distributors" button.

If there is a problem finding a Distributor in your area, please contact us at:

GN Otometrics North America  
125 Commerce Drive  
Schaumburg IL 60173 5329  
USA

Tel.: 1 800 289 2150  
Fax: 847 534 2151  
Email: [sales@gnotometrics.com](mailto:sales@gnotometrics.com)

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## Company overview

Otometrics develops, manufactures and markets computer-based audiological, otoneurologic and vestibular instrumentation under the MADSEN, AURICAL, HORTMANN and ICS brand names in over 70 countries worldwide. GN Otometrics' headquarters are located close to Copenhagen.

Otometrics is part of [GN Store Nord](#) and the [ReSound group](#).

## Headquarters

GN Otometrics A/S, Dybendsøvej 2, P.O. Box 119, 2630 Taastrup, Denmark

Tel: +45 45 75 55 55, Fax: +45 45 75 55 59, E-mail: [info@gnotometrics.dk](mailto:info@gnotometrics.dk)

## Company locations

Australia, Austria, Brazil, China, Denmark, France, Germany, The Netherlands, Italy, New Zealand, Norway, Spain, Sweden, United Kingdom and United States

## Founded

2001 GN Otometrics

1992 Audifdata

1981 ICS Medical

1972 Danplex

1971 Hortmann

1960 Madsen

## Certifications

Otometrics complies with the requirements of ISO 9001 and ISO 13485, FDA, Canadian Medical Device Regulation (CMDR) and Medical Device Directive (MDD).

### Medical CE-mark

The CE-mark indicates that GN Otometrics A/S meets the requirements of Annex II of the Medical Device Directive 93/42/EEC.

Approval is made by LNE/G-MED no. 0459.

## Investor information

Otometrics is part of GN Store Nord, listed on the Copenhagen Stock Exchange (ISIN code DK001027263-2). For more investor related information please go to [GN investor information](#)

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## Courses & training

Otometrics considers education an integral part of the products we offer.

As a leading manufacturer of hearing and balance assessment instrumentation and software, we are committed to helping hearing professionals improve their practice workflow and enhance patient care.

- [US courses & training](#)
- [International courses & training](#)
- Otometrics on AudiologyOnline (free online education)

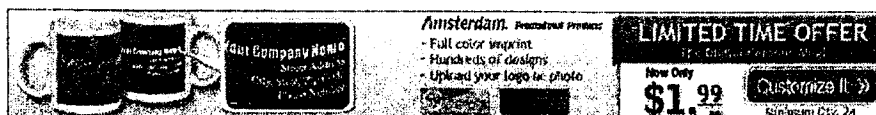
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recorded  
courses on  
**AudiologyOnline**

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## **EXHIBIT G**



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## Issue Stories

### Computer-Driven Hearing Care: Today and Tomorrow

by David J. Smriga, MA

#### A perspective on how computers will definitively change hearing health care

Computers are a lot more than simply agents of change; they are restructuring the entire fabric of culture. A computer is not merely a different way of obtaining or sending information. When a computer enters into one's business, professional or even personal life, it can reshape fundamental aspects of that life. What used to be adequate information flow suddenly becomes woefully inadequate. The speed of decision-making is forced to accelerate. Greater independence and autonomy is fostered while at the same time creating a greater dependence on technology and systems engineers.

There can be a metamorphosis of daily activity into some other processes that were never anticipated or expected. Settling into a comfortable routine becomes almost impossible, as there is a constant mandate to try new things, upgrade existing systems, and stay ahead of obsolescence. Life changes when computers enter the picture. Yet, as life changing as computers are, their place in today's world is undeniable.

This scenario is no less true in the field of hearing health care. As comfortable as one might be in spinning dials and pressing bars to obtain results, or in drawing circles and x's on a grid, these elements are tools of the past, and their continued use will eventually render their user uninformed to a new audiology that is being driven and defined by the computer.

#### COMPUTERS IN THE SOUND BOOTH

In a typical, busy diagnostic and fitting practice, the routines of case history, pure tone air, bone, speech and tympanometry become clockwork. Speed and precision are essential elements of that clockwork. The comfort associated with sliding into the chair in front of the audiometer and automatically setting stimulus, transducer, intensity and frequency settings, and the rote spinning of dials, pressing bars and drawing symbols, is not easy to give up. The risk is that the clockwork becomes interrupted. At least for awhile. And sometimes, the price of that risk appears too high.

Unfortunately, there is also a risk that maintaining the traditional routine and procedure model will render one's practice competitively and qualitatively moribund. Today, it is possible for case history information and outcome-based survey data to be entered directly into the practice's computer system by the patient, or by other practice staff. Practitioners can then move their patient interview right to the important issues by reviewing this patient-provided data (entered into a networked computer by the patient in the waiting room). Chart information and referral data can be electronically transferred from the referral source directly into the practice's electronic chart for reference and review. Key entries can be highlighted and annotated during the interview process. Report templates can automatically be completed in the background while data is being entered into the system, so that reports are ready for transmission or print-out as the session is being completed.

Believe it or not, keyboards can make good audiometers (Fig. 1). The automatic routine of pressing cursor keys to change frequency and intensity, and space bars to present stimuli can become every bit as comfortable as dial spinning, once practiced. For those that simply struggle with this transition to a keyboard, some devices (e.g., Madsen Aurical I) have accessory panels which contain the traditional dials and bars that can be plugged into the computer, giving the operator more traditional controls while benefiting from computerized functionality.

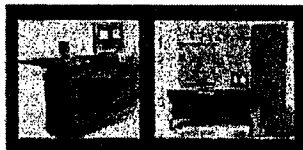
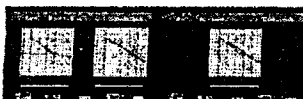


Fig. 1. With the introduction of the computer in audiology, audiometer dials and buttons can be replaced with a computer keyboard. The graphic display on the monitor can be used as a counseling tool.

Once the computer's power has been accessed for audiometric use, then some immediate advantages become apparent. For example, it is no longer necessary to pick up a pen and draw circles and x's. By simply pressing the "O" or "X" key on the keyboard, symbols are automatically entered into the electronic audiogram displayed on the computer screen. This display can be configured as separate right and left ear audiograms, their display order can be switched, or the right and left ear audiograms can be superimposed, all at the will of the operator, and all with simple mouse-click commands (Fig. 2).

The electronic display can be stored, creating a permanent paperless record of the test results, which can be accessed at any time by the operator, and automatically inserted into the report template. This electronic record can also be transmitted to other professionals, or printed out in a form and structure that looks far more professional than handwritten grids.



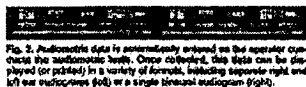
Since the test stimuli are now digital signals generated by software through the computer, these stimuli can be more precisely configured and more accurately controlled. Calibration can be accomplished with greater precision, and drift can be greatly reduced. New transducer options, such as combination insert-phone/probe-tube

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Read the article

The Biological Battle of the Sexes

GetInsideHealth



assemblies which can be used to obtain patient-specific SPL audiogram or loudness growth data, can be made available, because software-driven audiometers can readily be configured to combine both audiometer and real ear measurement functionality into one, new diagnostic system.

In addition, electronic displays of test results enhance the effectiveness and fluidity of instructional sessions. Speech energy representations can be electronically added to the audiogram grid, and sound demonstrations of the hearing loss associated with the displayed audiogram can be played through the computer to provide all participants in the instructional session with clear, meaningful information about the test results.<sup>3</sup>

#### USING COMPUTERS TO CREATE NEW SCIENCE AND TECHNOLOGY

For many, their first experience with the computer as part of the patient care process came with the introduction of programmable hearing instruments. As performance adjustment tools multiplied and moved from the trim-pot to the computer screen, dispensers were forced to bring a computer into their fitting room. Now, with digital hearing instrument technology, sound processing is being manipulated in ways we only dreamed of as little as 15 years ago.

Today, facilitated by the use of computer-based diagnostic and fitting systems, it is possible to create a patient-specified fitting target in a variety of ways without the use of an audiogram.<sup>3,4</sup> Increasingly, dispensing professionals will find that it is even possible to have the patient "interact" with the programmable features of the hearing instrument, and literally program these features themselves through computerized evaluation procedures.



One example is the SPL audiometry approach described earlier and incorporated into the Madsen Aurical computerized audiometer and fitting system. With this system, it is possible to measure the SPL produced in the patient's ear canal when stimuli is presented via an insert phone (Fig. 3). This patient-specific SPL data can be used as a more realistic reference point for calculating fitting targets with conventional rules.

Another option is that the procedure can be coupled to a loudness growth test, generating ear-specific SPL quantification of not only threshold, but also MCL, UCL and other loudness judgement levels. These SPL loudness contours can then be automatically transferred to the real ear measurement fitting screen of the Aurical, creating a series of patient-specific SPL targets that can be associated with different levels of input stimuli. With this approach, it is possible to set gain and multi-band compression settings precisely to deliver exactly the amplification performance necessary to restore normalized loudness perception. In fact, this entire procedure can be automated so that the computerized settings of the programmable aid are automatically configured to accommodate multiple loudness targets.



Fig. 4. Through the use of the insert-phone-probe-mic headset, it is possible to obtain readings of the ear canal SPL during a loudness growth test. The patient's loudness judgements of not audible, very soft, soft, comfortable, loud, very loud and too loud are recorded at three frequencies in the above example for the right ear, where there is a hearing loss and for the left ear where there is normal hearing.

Another fitting approach that is incorporated into the programming software of the Danalogic digital hearing instrument is a procedure called Scaladapt (Fig. 4). When this procedure is selected by the fitter, the patient will hear a series of narrow-band noise bursts that are generated by the digital instrument while they are wearing it in their ear. Based on the patient's loudness judgements of these signals, the computer can calculate the gain and compression characteristics necessary in each amplification band to accommodate both the patient's hearing loss and his/her recruitment pattern. No audiogram information is required for this fitting procedure to be implemented.

Computerized procedures for evaluating and quantifying dynamic and interactive hearing instrument features, such as dual microphone directionality, digital noise reduction technology and digital feedback management designs, are starting to appear and will continue to be refined in the future. For example, the "Auditory-Life" computer system described by Haubold & Schweitzer<sup>4</sup> incorporates psychoacoustic research into an interactive process to optimize the settings of hearing devices. Patient judgements of loudness, sound quality, comfort, directivity and performance in noise, using digitally recorded samples of a multitude of normal listening conditions as the backdrop, are obtained and compared to the judgements made by normal-hearing

people in the same listening conditions. Gaps between patient judgements and normal hearing judgements are identified and adjustments are made or recommended in the hearing device settings so that a more normal result is facilitated (for an illustration of the system set-up, see the Oct. 2000 HR, pg. 69).

Quadraphonic speaker arrays are currently available to provide three-dimensional environmental simulations that can provide the patient with a subjective means of experiencing certain hearing aid design benefits in a variety of simulated listening conditions.<sup>3</sup> In the future, computer-driven aided tests will be made available that will allow fitters to quantify directional advantage and noise reduction advantage in 180° or 360° environmental simulations using these types of virtual recordings to simulate just about any input condition the patient is interested in improving. These tests can then be used not only to validate the advantage of these hearing aid performance features for both the dispenser and the patient, but also to compare relative merits of different settings or different technologies in an effort to deliver the best fitting to the patient. Similar tests utilizing more efficient and less invasive probe assemblies will be made available to evaluate feedback management functions and quantify (in frequency response format) the amplification performance changes that occur when interactive features, such as directionality or noise reduction, are activated.

#### PROFESSIONAL EVOLUTION

Last May, over 100 dispensing audiologists received their AuD degree by graduating from the Univ. of Florida Distance Learning Program. This program, as well as the others that offer distance learning, rely heavily on computer-based instruction, chat rooms and email correspondence. Computer-based learning environments will gain further popularity and use in the future for all hearing health care professionals. But it won't end there. Computerized learning and instructional models will evolve to offer continuing education and professional upgrade opportunities, and may well become the CEU mechanism of choice.

Soon, practitioners will be placing all of their hearing instrument and accessory orders electronically through secured areas on manufacturers' websites. Impression information will probably evolve into some digitized form, facilitating electronic

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transmission. E-commerce in a variety of forms will permeate the hearing health care process, from manufacturer to dispenser, and from dispenser to patient. With these changes, new and innovative ways of selling, providing service, programming, updating and delivering hearing devices and hearing health care services will continue to evolve, challenging both the philosophies and ethical stances of the constituency. Through these debates, it is likely that hearing care professions will take on a new look and position in the marketplace.

### THINKING "OUTSIDE OF THE BOX"

In addition to computers managing and disseminating information more efficiently, computers are also changing the way we administer hearing care and the way we conduct business. Not only will existing diagnostic and fitting tests be replaced by newer, more robust and informative procedures, but more interesting and effective hearing loss solutions will be facilitated by the presence of the computer as well. Information about these advancements will reach more destinations more rapidly. And these advancements will, in turn, be challenged and replaced at a faster pace.

Change is one aspect of computerization. Innovation and the undermining of fundamental beliefs and procedures at mind-blowing speed is another still. Our individual capacity to incorporate the computer into hearing science, our businesses, our culture, our belief systems and our lives will dictate our individual ability to succeed and grow as hearing science professionals.

If the computer resides in the test booth or the fitting room simply so that the practitioner can run NOAH, then that practitioner has not yet realized the full audiological benefits that are possible both now and in the future. Like it or not, the direction of this science and this profession is inexorably tied to the computer. Both the horizon anticipated and the landscape viewed will bear its footprints. Breaking with traditional models and the security represented by the "old routine" is never easy. Yet, our profession is defined these days by such dramatic evolutions. Computerization is a necessity with an impact that may still be at the "frontier stage," but what awaits us promises to be both fascinating and rewarding for those who take the ride. w

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*This article was submitted to HR by David J. Smriga, MA, vice president of industry and public relations at GN ReSound, Minnetonka, MN. Correspondence can be addressed to HR or David J. Smriga, GN ReSound, 5600 Rowland Rd., #250, Minnetonka, MN 55343; email: [dsmriga@gnresound.com](mailto:dsmriga@gnresound.com).*

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### Hearing Review Audiometer Buyer's Guide

A look at the latest available audiometers.

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#### Maico Diagnostics

Maico Diagnostics, Eden Prairie, Minn, introduces the new Maico MA 42 with a soft side carrying case. This enhancement reduces the weight of the unit to just under 10 lbs. Features include two-channel air and bone conduction, speech testing, and sound field, making the MA 42 suitable for satellite offices or bedside testing. Attendees of AAA are invited to stop by the Maico exhibit to see the Ero-Scan. This hand-held OAE system can perform routine and comprehensive audiologic evaluations. For added flexibility, the DPOAE, TEOAE, and combo system are offered. Both units have advanced adjustable and programmable features. For full-page customized reporting capabilities, inquire about the optional database software. (952) 941-4200.



#### GN Otometrics

GN Otometrics recently began shipments of its new Madsen Itera two-channel Diagnostic Audiometer to the hearing care industry. The ergonomic design of this audiometer has been developed to set a new standard in aesthetic design and is reportedly driving the demand for this new instrument. Itera is built on a very thin platform with all the controls laid out ergonomically for comfort and speed. Even the angle of the instrument was researched to prevent operator fatigue and to provide optimum operation and viewing capability for the tester. Itera is also upgradeable to allow high frequency testing to 16kHz, and is NOAH™ 2.0 and 3.0 compatible. Itera includes special tests (Stenger, ABLB and SISI), master hearing aid function, and can accommodate CD/Tape external outputs, making it a versatile instrument for any hearing care practice. Itera has a small footprint and is also lightweight for ease of portability. Economically priced, Itera is designed to combine value with advanced performance. (952) 769-8109.



#### Frye Electronics

Frye Electronics offers the FONIX FA-10 and the FA-12 Hearing Evaluators. These digital two-channel audiometers provide everything that most dispensers and clinicians need, including a master hearing aid. The product is designed for reliability and problem-free operation. Features include narrow band, speech noise, the Stenger test, built-in microphones, and the ability to calibrate separate frequencies in the sound field. SISI, ABLB, and MLB tests are standard features. Several optional accessories, such as portable sound field speakers, are available. The units may be purchased with headphones, insert earphones, or both. Dual calibration is available. (503) 620-2722.



#### Benson Medical

Historically, audiometers and the computer that stores their data have been separate pieces of equipment. This always means a higher price tag and greater complexity. The CCA-220 Plus Industrial Audiometer is designed specifically to deliver everything needed seamlessly integrated into one complete, affordable system. This includes the ability to perform testing, store all data, and produce reports from one device. The CCA-220 also delivers test and error instructions in 10 languages (there is room for an additional 54 languages), produces full-page reports and letters, and backs up data to floppy disk. (612) 827-2222.

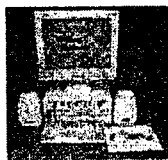


#### Interacoustics AC40

The AC40 clinical audiometer comes standard with RS232, printer output, test data storage/output, high frequency, assistant communication, calibration, and hardware outputs for all transducers. Optional software packages allow for data storage or transfer to NOAH™. It is reportedly the most economical audiometer in its class. The smaller, lightweight AD229e is designed to offer most of the test protocols needed for the majority of clinical and dispensing practices. It comes standard with RS232 interface, printer output, test data storage/output, MHA, independent calibration memory for transducers, and NOAH compatibility. The optional carrying case lets you take your clinic on the road. (800) 947-6334.

**SIEMENS Siemens Hearing Solutions**

The Siemens UNITY™ audiometer is a two-channel, PC-based, NOAH™ compatible, diagnostic audiometer that is software-based to fit your testing needs. It features two air-conduction transducer calibrations, and tone and speech audiometry. It includes special tests such as Automated Tone Decay, and Ipsilateral Speech-in-Noise. The flexible print feature enables customization of audiogram printouts, and hearing test results can be saved in NOAH™ or the UNITY database. (732) 562-6600.

**MedRx**

The MedRx OtoWizard includes a computerized easy-to-use clinical puretone audiometer with air conduction, bone conduction, masking and speech testing. It supports both mouse and keyboard operation. Discreet frequency HLs, MCLs, and UCLs are automatically plotted to a single audiogram. The word list feature in SRT and discrimination speech testing is a valuable clinical and counseling tool. Stenger and ABLB functions are also available. This audiometer also includes AC, BC, and FF; HL, MCL, and UCL; tone and warble; NBN masking; 125-8000 Hz test frequencies; talkover with VU adjustment; talkback; single large audiogram display; speech canoe; speech sounds overlay; and automatic plotting and storing of data to NOAH™. (727) 392-9000.

**Qualitone**

The Qualitone Acoustic Appraiser, model CD3, is a portable, lightweight, two-channel, Type I audiometer featuring a built-in CD player with random-access test selection. It comes with the Q/MASS speech materials CD that was developed in a joint project by Qualitone and the Massachusetts Eye and Ear Infirmary. The CD3 offers sound-field capabilities using two SK-3 speakers and an integrated master hearing aid system. The CD3 also features electronic frequency switching from 125 Hz to 8000 Hz with a digital readout, in addition to all of the functionality necessary for pure-tone and speech testing. The sleek look of the CD3 and its wide range of capabilities are designed to make this a top-of-the-line audiometer for today's hearing care professional. (952) 927-7161.

**Micro Audiometrics**

Micro Audiometrics, Murphy, NC, manufactures the DSP Pure Tone Audiometer. Designed to be the most portable hearing testing instrument on the market today, the DSP can perform both a manual threshold exam and an automatic screening test. Weighing only 10 ounces and operating on standard AAA batteries, the DSP will test frequencies from 250-8000 Hz, and levels from -10 to 80 dB. Standard accessories for the DSP include a carrying case, batteries, and hearing results pad. The Earscan Acoustic Impedance Pure Tone Audiometer is a portable and cost effective instrument designed to be easy to use. With the ability to perform an impedance test in 1 second, it is particularly useful for very young and uncooperative patients. Having both impedance and Pure Tone Impedance Audiometry in a single unit means only one piece of equipment is needed to perform most screenings. (800) 729-9509.

**Sennheiser**

The Sennheiser HDA 200 Audiometric Headphone is a closed, dynamic headphone system designed for extended high-frequency testing. This unit offers excellent passive sound attenuation, and is based on the industrial Peltor™ Ear Defender. Features include a single sided cable, padded headband with adjustable/removable cushion, soft, replaceable circumaural ear pads, and color coded ear cups for easy identification: red for right, blue for left. The sound reproduction and PTB calibrated response (equivalent to the National Bureau of Standards) reportedly ensure reliable results. (860) 434-9190.

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### Disposable Eartips

GN Otometrics, Schaumburg, Ill, introduces a new generation of eartips with FDA-approved silicone and colors. Designed for use in immittance and OAE testing, the eartips are available for use with the new **MADSEN OTOflex 100**, and a number of existing products including **MADSEN Capella**, **MADSEN Zodiac 901**, and **DANPLEX Tymp 87**. The eartips are designed to facilitate a hermetic fit on any size of ear canal, from newborn to elderly. The smallest sizes—3mm, 4mm, and 5mm—feature a ribbed, conical shape; sizes 6mm-18mm are mushroom-shaped and color-coded. A range of five colorless eartips are available for screening. (800) 362-3736; [www.gnotometrics.com](http://www.gnotometrics.com).



### Specialty Application Earmuffs

Bilsom®, Smithfield, RI, offers specialty earmuffs, which can be mounted on hard hats, fold away for convenient storage, or be used with a neckband for use with face shields. New models include **Thunder®**, **Lightning®**, and **Clarity™**. The Thunder series is designed to provide optimum protection, comfort, and economy in applications where dielectric construction is preferred. The Lightning noise-blocking earmuffs feature a patented **Air Flow Control™** technology, which provides more consistent attenuation in low frequencies. The Clarity series is designed to provide advanced sound management. (800) 430-5490; [www.bilsom.com](http://www.bilsom.com).



### Digital Hearing Instruments

Audina, Longwood, Fla, offers the Foundation line of entry-level-priced, computer programmable digital hearing aids. Features include single-channel compression, soft squelch (expansion), an adjustable compression ratio, an active high cut, an active low cut, and AGCo compression limiting. WDRC, AGCo, and Linear fitting strategies are offered, as well as five environmental settings to choose from. Other options include the choice of up to three memories, directionality, and a programmable t-coil. (800) 223-7700; [www.audina.net](http://www.audina.net).



### Automated Diagnostic Hearing Testing

Tympany Inc, Stafford, Tex, offers the Otogram, an automated diagnostic hearing testing technology that can be used by ENT practices, primary care physicians, audiologists, and hearing aid dispensers. The test includes a comprehensive audiogram (pure-tone air and bone conduction, speech reception threshold and speech discrimination, all with masking), tympanometry, and acoustic reflex, and DPOAE. No sound booth is reportedly required. Testing administrator can prepare patients for testing in 5 minutes. Patient's results are printed in a standardized easy-to-read report and can be integrated with NOAH v.3. The Otogram is said to improve practice workflow and allows more time for treatment and dispensing. Tests are available in more than nine languages. (866) 316-3606; [www.tympany.net](http://www.tympany.net).



### Cochlear Battery

Rayovac, Madison, Wis, offers Cochlear Plus, a new battery designed specifically to meet the high-power needs of patients with cochlear implants. Cochlear Plus is available in a 60-pack carton (dial-packaging) in size 675. It is available through hearing care professionals and through a limited number of specialty retailers online. (800) 331-4522; [www.rayovac.com](http://www.rayovac.com).



### Impression Material

Insta-Mold Products Inc, Oaks, Pa, offers Dur-A-Sil Equal vinyl silicone impression material. Durable and nonsticky, Dur-A-Sil Equal features: easy flowing with almost pressureless syringing; good release properties; optimum elongation and dimensional stability; soft rubber; and a full 2.5 to 3 minutes working time, curing in 5 to 7 minutes. Dur-A-Sil Equal Mini-Paks are also available in individualized packaging. (800) 523-4081.

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### Hearing Aid Workstation

Lightning Enterprises, Limington, Me, introduces the Audio Repair Workstation, a complete laboratory designed for efficient hearing aid repair and modification. The laboratory is constructed of powder-coated steel, and includes an extra wide laminated top for ample work area. It also includes a 26A Redwing Lathe, 2 dust collectors with splash hoods, professional hearing aid vacuum/cleaner, UV cure system, a control module, and a Mod Tool Kit with burrs, buffs, and more. The laboratory is 35 inches in width by 27 inches in depth by 56 inches in height. (877) 546-1797; [www.lightningenterprises.com](http://www.lightningenterprises.com).



### Earplugs

Sonomax Hearing Healthcare Inc, Montreal, Quebec, Canada, offers the Sonomax Solution™, high-tech earplugs, which are injection-molded from hypoallergenic silicone by Bayer MaterialScience LLC, Pittsburgh. The cord connecting the plugs is made from Texin® 285 resin and the cord safety-release anchors. The full-blocking filter inserts are made from Texin 245. The Sonomax Solution earplugs meet the National Institute for Occupational Safety's hearing protection criteria. (877) 766-6629; [www.sonomax.com](http://www.sonomax.com).



### Portable Personal Listener Plus

Clarity, Chattanooga, Tenn, a division of Plantronics Inc, Santa Cruz, Calif, introduces the Clarity Professional™ Personal Listener Plus 100 (PL100), a lightweight, portable personal listening amplifier for people with varying degrees of hearing loss. Containing a small omni-directional microphone and a comfortable earhook, the PL100 is sleek and amplifies incoming sounds up to 40 dB. By aiming the microphone in the direction from which a sound is emanating, the PL100 improves sound quality and clarity. The PL100 is best used in one-on-one situations. (800) 552-3368; [www.clarityproducts.com](http://www.clarityproducts.com).



### Aurical USB Port

Ensuring that GN Otometrics' products are updated according to market requirements, GN Otometrics, Bloomington, Minn, announces that, beginning in February 2005, all Madsen Auricals will have a USB port for personal-computer connection instead of a serial port. The USB port will facilitate connection to computers that do not have a physical serial port. This solution provides the same connectivity possibilities as a traditional Aurical with a serial port and a USB-to-serial converter. (800) 362-3736; [www.gnotometrics.com](http://www.gnotometrics.com).



### Wireless Video Otoscope

Pehratek Products, Chaska, Minn, introduces the Scope-Link wireless video otoscope and 7-inch, color LCD monitor with built-in wireless receiver system. This portable, lightweight system weighs less than 8 pounds and can be easily taken to health fairs, open houses, or remote sites to troubleshoot hearing aids, patient education, or marketing purposes. In addition to the Welch-Allyn video otoscope, wireless video transmitter, and monitor, Scope-Link comes with rechargers and a carry case. The system transmits clear images up to 100 feet through walls or sound booths and can be interfaced to a computer or printer for image storage. (866) 470-3532; [www.pehratek.com](http://www.pehratek.com).



### Wireless AEP and OAE System

Integrity™, by Vivosonic, Toronto, is reportedly the industry's first wireless AEP (ABR/ASSR)/OAE system. It combines Amplitrode™, an in-situ pre-amplifier, and VivoLink™, Vivosonic's wireless interface, into one diagnostic instrument. Integrity allows audiologists to perform effective ABR and ASSR testing even in environments where electromagnetic noise is present. The wireless interface eliminates cumbersome wires and cables, and allows for increased mobility during the test session, which is particularly advantageous when testing infants. (877) 255-7685; [www.vivosonic.com](http://www.vivosonic.com).

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Vestibular Evoked Myogenic Potentials - their use in routine clinical practice  
- By Fiona Barker, King Edward VII Hospital, Windsor, UK

Otometrics' new Evoked Potential System - ICS Chartr EP 200  
- Interview with Wendy Crumley on Audiology Online, June 2009

### Hearing Assessment

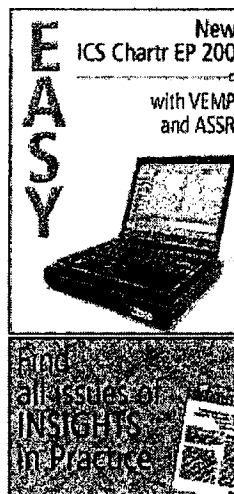
Modern Audiometry, The MADSEN Astera and So Much More  
- Interview with Michel Jurgens on Audiology Online, May 2009

An integrated data-management system saves time, leaving more for patient care  
- published in The Hearing Journal, March 2008

Using the 1000-Hz probe tone for immittance measurements in infants  
- published in The Hearing Journal, October 2004

Otometrics' handheld solution commands respect  
- published in GN Magazine, May 2004

Guiding principle the key to developing the MADSEN OTOreflex 100  
- published in GN Magazine, May 2004



### Hearing Instrument Fitting

Hearing screening for all newborns in Norway (NOR/UK)  
- Published in Audio Infos Norway, September 2008

Multimedial - auch eine Frage des Gefühls  
- Published in Audio Info, Germany, August 2008

Product Review: AURICAL Visible Speech  
- Published in BAA Magazine, July 2008

- German translation: Produktrezension: AURICAL Visible Speech

Dem Hörsinn auf den Grund gehen  
- Published in Forum Kompakt, Germany, October 2007

- English translation: Getting to the roots of hearing

- French translation: A l'origine de l'audition

Increasing Patient Satisfaction with Speech Mapping  
- Published in The Hearing Review, February 2007

Science-based Fittings: Cross-checking the Hearing Loss and Verifying the Fitting  
- Published in The Hearing Review, January 2007

Speech Mapping is a Valuable Tool for Fitting and Counseling Patients  
- Published in The Hearing Journal, August 2006

Taking the Guesswork out of Hearing Instrument fittings  
- Published in The Hearing Review, June 2006

### Other

How to make your clinic intelligent and integrated  
Interview with Søren Holst on Audiology Online, July 2007

Heading for a Turnaround  
- Published in the GN Magazine, August 2005

Four out of Five Choose GN Otometrics  
- Published in GN Magazine, May 2005

Bluetooth Technology: Toward More Wireless Hearing Care Solutions  
- published in The Hearing Review, Januar 2005

New man at the helm of GN Otometrics  
- published in GN Magazine, November 2004

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MADSEN, Serial No. 79/062304  
Request for Reconsideration

## **EXHIBIT I**



# **GN Store Nord Annual Report 2008**

GN Netcom



GN ReSound



the growing population of hearing impaired persons with an active lifestyle, thus addressing a significant new market segment. The revolutionary "be by ReSound™" design has also been recognized by independent design experts, and in the fall, GN ReSound was awarded the prestigious "Danish Design Prize 2008/2009". The design also garnered "The Good Design Award 2008", viewed as one of the world's most prestigious global awards for new product design.

In addition to the launches of innovative hearing instruments like "dot by ReSound™" and "be by ReSound™", the conventional product portfolio was also updated. The ReSound Ziga™ and the ReSound X-plore™, two new product families in the basic and plus segments, were launched in spring and summer. Both ReSound Ziga™ and ReSound X-plore™ are available in the new Silhouette BTE housing, a new, slim and functional design rooted in Scandinavian design tradition and focusing on clean lines as well as exclusive color and material combinations. The new BTE housing was also used to upgrade existing products

such as the high-end product ReSound Azure. A number of new budget products have also been launched. These launches all assist in prolonging the lifetime and expanding the market opportunities for a range of existing products.

The 2008 Beltone brand portfolio also has a lot to offer. The Beltone Reach, which was launched in the summer, is one of the most advanced and user-friendly hearing instruments on the market today. Beltone has also introduced the Tinnitus Breaker, the world's most advanced support for successful tinnitus treatment with an acoustic component. The Tinnitus Breaker is available as part of Beltone Reach and the tinnitus treatment capabilities are integrated with all the features of the hearing instrument.

December witnessed the launch of Beltone Touch. This hearing instrument builds on the same platform and design as "be by ReSound™".

In the Interton brand, GN ReSound presented the digital, wireless hearing instrument Relay, which provides a hearing solution for people with single-sided deafness. Relay picks up the sound arriving at one side of the head and wirelessly feeds it to the opposite ear. This allows the user to receive sounds from both sides of the head in the "good" ear resulting in improved speech recognition, directionality and a better overall hearing experience. At EUHA 2008, Interton also presented the lifestyle product Slim, a mid-priced BTE hearing instrument.

Following these launches, GN ReSound currently has one of the youngest and most complete product portfolios in the industry. This enables GN ReSound to effectively address the dynamic changes in the market and continue to make a positive difference in the lives of people affected by hearing loss.

Products launched in the last 24 months generated 64% of the total hearing instrument sales. The ReSound brand contributed 67% of

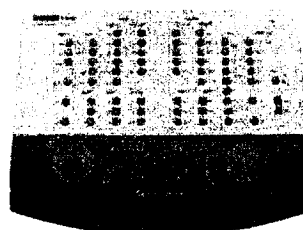


## GN OTOMETRICS

### GN Otometrics - the World Leader in Hearing and Balance Diagnostics Systems

GN ReSound's subsidiary GN Otometrics is the global leader in audiological measurement equipment, delivering the world's most trusted, integrated instrument solutions for audiology. Solutions that set new standards in clinical technology and business management for today's clinical settings. GN Otometrics develops manufactures and markets computer-based audiological and vestibular measurement instrumentation under the MADSEN, AURICAL, and ICS brand names in over 70 countries worldwide.

The MADSEN brand has changed the industry for screening and diagnosing hearing loss. Via the AURICAL brand GN Otometrics provides state-of-the-art solutions for handling the entire hearing instrument fitting process, including counseling, fitting and verification. The ICS brand is a leader in the fields of PC-based otoneurologic and vestibular test systems for diagnosing and rehabilitating the balance impaired.



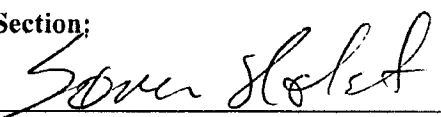
*MADSEN Aстера from GN Otometrics was launched in December 2008.*



Read more on [www.otometrics.com](http://www.otometrics.com)

**Declaration Signature**

If the applicant is seeking registration under Section 1(b) and/or Section 44 of the Trademark Act, the applicant has had a bona fide intention to use or use through the applicant's related company or licensee the mark in commerce on or in connection with the identified goods and/or services as of the filing date of the application. 37 C.F.R. Secs. 2.34(a)(2)(i); 2.34 (a)(3)(i); and 2.34(a)(4)(ii); and/or the applicant has had a bona fide intention to exercise legitimate control over the use of the mark in commerce by its members. 37 C.F.R. Sec. 2.44. If the applicant is seeking registration under Section 1(a) of the Trademark Act, the mark was in use in commerce on or in connection with the goods and/or services listed in the application as of the application filing date or as of the date of any submitted allegation of use. 37 C.F.R. Secs. 2.34(a)(1)(i); and/or the applicant has exercised legitimate control over the use of the mark in commerce by its members. 37 C.F.R. Sec. 2.44. The undersigned, being hereby warned that willful false statements and the like so made are punishable by fine or imprisonment, or both, under 18 U.S.C. Section 1001, and that such willful false statements may jeopardize the validity of the application or any resulting registration, declares that he/she is properly authorized to execute this application on behalf of the applicant; he/she believes the applicant to be the owner of the trademark/service mark sought to be registered, or, if the application is being filed under 15 U.S.C. Section 1051(b), he/she believes applicant to be entitled to use such mark in commerce; to the best of his/her knowledge and belief no other person, firm, corporation, or association has the right to use the mark in commerce, either in the identical form thereof or in such near resemblance thereto as to be likely, when used on or in connection with the goods/services of such other person, to cause confusion, or to cause mistake, or to deceive; that if the original application was submitted unsigned, that all statements in the original application and this submission made of the declaration signer's knowledge are true; and all statements in the original application and this submission made on information and belief are believed to be true.

**Signature Section:**Signature: Signatory's Name: SØREN HOLSTSignatory's Position: PRESIDENTDate Signed: 11/1/2010

**NOTE TO APPLICANT:** When filed as part of the electronic form (i.e., scanned and attached as an image file), the signature page **must** include both the signature information **and** the boilerplate declaration language. Do **not** include the entire application, but do ensure that the boilerplate declaration language actually appears; *a signature by itself will not be acceptable*. If, due to browser limitations, the boilerplate declaration language appears on a previous page when printed, you must "merge" the declaration and signature block onto a single page prior to signing, so that the *one complete page* can be scanned to create an acceptable image file. It is recommended that you copy-and-paste the entire text form into another document, manipulate the spacing there to move the declaration and signature section to a separate page, and then print this new version of the text form to send to the signatory.